INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

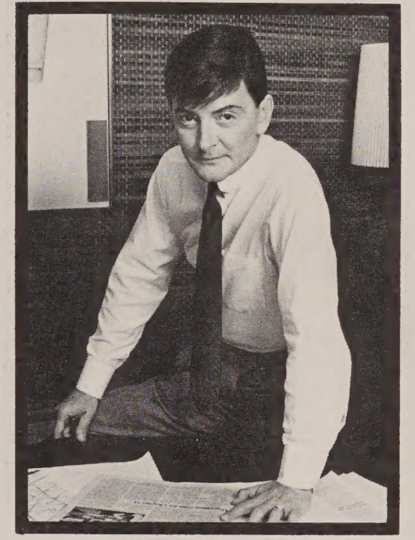
Volume 16, Number 1 January 6, 1986

## Walter Boyd Elected President of IDG

**W. WALTER BOYD** has been elected President and Chief Operating Officer of International Data Group effective January 1, 1986. He will continue to retain his current position as President and Chief Operating Officer of CW Communications/Inc.

**PATRICK MCGOVERN** retains his current position as Chairman and Chief Executive Officer of IDG. Pat, who nominated Walter to the position, said "Walter and I have worked together for the past 18 years to develop CW Communications into the world's leading publishing company in the area of computers, communications and information technology. Walter has done a superb job in organizing, implementing and managing the rapid growth of CW Communications worldwide. I'm pleased that he'll now be working with me on a more comprehensive basis to acclerate the growth of IDG toward its $1 billion sales goal by the end of the decade. As a superb organizer and manager, Walter will

*Continued on Page 2*



Walter Boyd

## Bill Murphy Elected Executive VP-Finance

**WILLIAM P. MURPHY** was elected Executive Vice President-Finance of IDG at the recent Board of Directors meeting. The appointment date takes effect January 1, 1986. In this position, Bill will report directly to IDG's Chairman and Chief Executive Officer, **PAT MCGOVERN.**

Commenting on Bill's promotion, Pat stated, "Bill has been Chief Financial Officer for IDG for the past 16 years. In that time the company has grown at a rate in excess of 30% a year. Bill's excellent financial management, skillful investment of decisions

*Continued on Page 2*

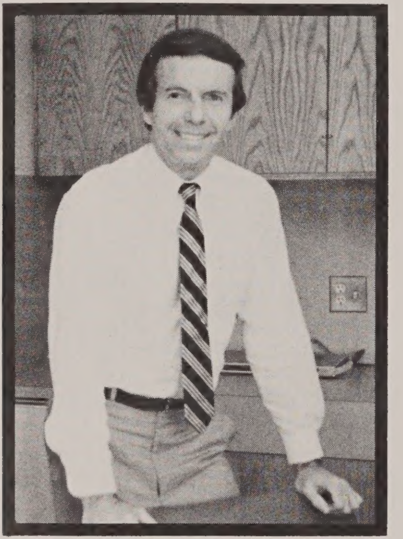
# More News...

*From Page 1*

help ensure the maximum degree of cooperation and synergy between the major operating companies of the IDG family."

During 1986, Walter's office will continue to be at 375 Cochituate Road, Framingham, Massachusetts (617) 879-0700.

*From Page 1*



**Bill Murphy**

of our cash resources, and his advice and guidance on long-term strategy played a key roll in the success that IDG has enjoyed in the past one and one-half decades.

His promotion by the Board recognizes his excellent performance in these key responsibilities, and is well deserved. Congratulations!

IDG

# CW U.K. Participates in Computer Show

The "Which Computer?" Show will be held in Birmingham, England from January 14-27. Over 40,000 attendees are expected at this show which represents the most comprehensive collection of business-oriented hardware, software, services and peripheral equipment to be found anywhere in the United Kingdom. Over 500 companies will take part, including such market leaders as ACT, Apple, Commodore, Data General, DEC IBM, NCR, Olivetti and Wang.

CW Communications' publications in the U.K. will be covering this show in depth. Computer News (the weekly newspaper targeted to key decision-making executives) will preview the show in the January 9th issue, and Computer Business (the monthly magazine serving the third-party market) will feature the show in its January issue. PC Business World (the weekly magazine for personal computer users) will cover the show in its January 13th issue.

CW Communications will have a booth at the show and will be distributing approximately 5,000 copies of the January 9th and 16th issues of Computer News, as well as the January 13th issue of PC Business World. There will also be an additional distribution of approximately 1,000 copies of Computer News. As an added attraction, CW/U.K. will also be sponsoring a "recruitment village" at the show.

# PCW Launches New Marketing Program

An exciting new marketing program was launched by PC World Communications in mid-December when the first PC World Software Sample Pack was mailed to 10,000 volume-purchasers of IBM-PC software. Through qualified-controlled mailings, this program allows software vendors to place demo versions of their products in the hands of people who plan to buy specific software applications.

The first Software Sample Pack featured demo versions of "GEM" from Digital Research, and "Reflex," "Sidekick," and "Superkey" from Borland International.

"As the computer industry rebounds from the past year's doldrums, the timing is perfect for Software Sample Pack," stated PC World Chairman **DAVID BUNNELL.** "But we're not just doing this for the advertisers - we feel we're providing a great service to end users by giving them a greater opportunity to try products out for themselves on their own systems."

"PC World Software Pack is going to generate a great amount of user interest in new software," according to **JIM MARTIN,** Director of Advertising Sales and Marketing. "Next to advertising in PC World, there's nothing better."

Kudos go to two members of the PCW team who made special contributions to Software Sample Pack's successful launch: Account Manager **MARGARET O'REILLY** brought both Digital Research and Borland International in to participate in the program, and Special Projects Manager **JEFF GLINES** was in charge of the program's research and development, and he now administers the overall program.

# Promotions

It is with great pleasure that the Circulation Department announces the promotion of **KAREN ELLIOTT** to Circulation Manager/Micro Marketworld. Karen has been with the Circulation Department since joining the company in August 1978. Over the past five years Karen has held various fulfillment positions including Data Entry, Customer Service and Systems Supervisor for the paid and controlled publications serviced by this department. In January 1985 Karen assumed the position of Circulation Coordinator for Micro Marketworld. Please join in in wishing Karen every success on her promotion.

# Transfers

The Promotions Department of CW Communications in Framingham would like to welcome **MIKE D'ONOFRIO** as their new copywriter. Mike transfers from IDC in Framingham where he worked as a writer and editor for the last 18 months. Wishing you the best of success in your new position, Mike!

# New Employees

CWCI's Display Advertising Department is pleased to announce the appointment of **JOY FORMAN** as the new Display Advertising Assistant. Joy is a recent graduate of Ramapo College of New Jersey. She and her husband have recently relocated to this area. She will be coordinating the CW Response Card Deck as well as answering phone questions and providing department support. Welcome aboard, Joy!

**LESLIE GOLDSTEIN** has recently joined the CW International Marketing Services Department as their new marketing assistant. In her new position she will be responsible for sending out all IMS information to clients and making numerous telephone sales calls. Please welcome Leslie to this dynamic team!!

CW Communications is pleased to announce the appointment of **ROBERT PAVONE** to the position of National Sales Director of On Communications. Robert joins CWCI from Hayden Publishing where he was most recently the Advertising Sales Director for Personal Computing magazine. Prior to this he worked in the capacity of Regional Sales Manager for Personal Computing where he brought their share of market to the top of the list of 75 competitive books. Robert also served as Promotion Director, Director of Promotion and Research, Corporate Promotion Director, and Promotion Manager/Writer at Hayden Publishing for publications including Computer Times, Electronic Design and Computer Decisions. He also worked as a freelancer in the business communications area. Robert will be located in the Paramus, New Jersey office and will frequently be seen around the Framingham area. Please join us in wishing Robert much success in his new publishing position.

# Anniversaries

## One-Year Anniversaries

Kevin Brennan, IDC
Laura Corry, CWCI
Robert Edwards, IDC
Ellen Levin, IDC
Janet Morita, IDC
Louise O'Sullivan, WGE
Robin Poulin, CWCI
Diane Rasanen, CWC/P
John Wylie, WGE

## Two-Year Anniversaries

Shelley Bakst, IDC
Lori Cardarelli, IDC
Peter Cohen, IDC
Mike Coope, WGE
Grace Fernald, WGE
Catherine Keefe, CWCI
Louise de Vries-Lentsch
  CW/Netherlands
Barbara M. Lewis, PCW
Bert Lubbers, CW/Netherlands
Theo Van Oosterhout,
  CW/Netherlands
C. William Reed, LR
Andrea Seiff, IDG
Nanette Taylor, IDC
Pam Werdler, CW/Netherlands

## Three-Year Anniversaries

Viola Carre, PCI
John DeSouza, IDC
Richard Eby, IDC
Loretta Giglione, PCW
Catherine Gurley, CWCI
James McClure, CWCI

*Continued*

Four-Year Anniversaries

Gary Ciocci, CWC/P
Dorothy Ferriter, IDC
Elaine Rabinow, CWCI

Five-Year Anniversaries

William Cadigan, CWCI
Paula Schmidt, IDC/U.K.
Jay Wagman, IDC

Eight-Year Anniversaries

Marina Bonacci, CWCI
Margaret Shannon, CWCI

# Consider This

## Chimney Fires & Putting Them Out

Chimney fires can occur when a hot fire in your stove or fireplace ignites a buildup of creosote. The fire can occur without being noticed, and still result in chimney damage and serious problems. Regular chimney inspection and cleaning are therefore a must. It is a wise idea to install smoke detectors and keep recommended fire extinguishers on hand. Should a chimney fire occur, keep in mind that it takes movement of air to keep it going.

**Air Tight Stoves:** First, put out the stove fire with a dry chemincal, such as baking soda, or a recommended fire extinguisher. Avoid using water as the resulting steam can burn your hands. Close all air controls and the door. If the chimney fire is still going or the chimney is not cool enough to touch, get everyone out of the house and call the fire department. If the fire does go out, don't open the door or damper for at least 30 minutes, or the fire will start up again.

**Fireplaces:** Put out the fire in the firebox with a recommended dry chemical. If using an extinguisher, try shooting it up the chimney. If the chimney fire is still going, get out of the house.

Also, one note of importance: If you've had a chimney fire, be sure you have your chimney checked for damage before using your stove or fireplace again.

# Classified

CIRCULATION ASSISTANT

Computerworld is looking for a Circulation Assistant. This position requires someone who is well-organized and efficient. You'll be reporting to the Circulation Director and will be responsible for assisting in all aspects of circulation management including marketing and fulfillment. Circulation experience is a plus but not a requirement. Candidates must be detail-oriented, have good administrative skills plus a willingness to work hard and learn fast. To apply, send your resume or detailed letter including salary requirements to Nancy Merritt, Circulation Director, CW Communications/Inc., Box 880, Framingham, MA 01701. No phone calls please.

## LIST MANAGER

CW Communications/Inc., has a position available for a List Manager in its busy Direct Marketing Services department. An aggressive self-starter is needed to manage the growing list rental business. Your responsibilities will include developing, managing and analyzing the sales and marketing strategies for the five, in-house managed lists. We're looking for someone with at least three to five years experience in the list management business. Database management or personal computer experience would be a real plus. To apply, send your resume or detailed letter to Gail Odeneal, Corporate Director of Direct Marketing, CWCI, 375 Cochituate Road, Framingham, MA 01701.

## ADMINISTRATIVE ASSISTANT

CW Communications/Inc. has a position available for an Administrative Assistant in our busy Direct Marketing Services department. Your responsibilities will include making travel arrangements, processing invoices, keeping budget books, ordering office supplies, covering the phones, sorting mail and providing administrative support to the Corporate Director of Direct Marketing. We're looking for someone who is well-organized, detail-oriented and able to work well under pressure (i.e. do ten things at once for three different people). The perfect candidate will also have a good sense of humor, an even temper and word processing experience. To apply, send your resume or detailed letter to Gail Odeneal, Corporate Director of Direct Marketing, CWCI, 375 Cochituate Road, Framingham, MA 01701.

## DESIGN ASSISTANT

AmigaWorld magazine published by CW Communications/Peterborough has an immediate opening for a Design Assistant. Applicant must have strong design and illustration skills. Primary responsibilities include design and layout for the bi-monthly magazine in addition to working with various paint programs. Computer experience helpful but not essential. Send resume to Glenn Suokko, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458. No phone calls please.

## ASSISTANT TO THE EDITOR-IN-CHIEF

The editorial department of Computerworld has an opening for an Assistant to the Editor-in-Chief. The responsibilities will include: assisting the Editor-in-Chief with correspondence, budget planning; bottom-line approval of all invoices and expense reports, coordination of two editorial meetings per year, organizing on-site operations of the National Computer Conference, overseeing all department travel, hire and supervise an editorial department of four, act as the chief liaison with IDG accounting and write a weekly business column for the paper. The ideal candidate will be detail-oriented; have the ability to work with a vast variety of personalities; have business writing and supervisory skills; and be able to juggle more than one project at a time. Qualified candidates should possess a two-year secretarial degree and at least three years of professional experience as an executive assistant. Experience with word processing is a plus. In short, you will be responsible for running the day-to-day administrative operations of a fast-paced editorial department consisiting of 47 editors and writers. Please send your resume, including salary requirements to: Sharon Frederick, Executive Editor, Computerworld, 375 Cochituate Road, Framingham, MA 01701.

## TELEMARKETING ASSISTANT

Immediate opening in the West Coast sales office of CW Communications/Peterborough. Individual needed to handle telemarketing and sales support for RUN, 80 Micro and AmigaWorld magazines. Responsibilities include phone work, database management, word processing and general office management. Some knowledge of the microcomputer industry helpful. Send resume to: CW Communications/Peterborough, 1060 Marsh Rd, Suite 200, Menlo Park, CA 94025, (415) 328-3471.

## FOR SALE

Motorcycle, 1975 Yamaha. 250 cc Classic. 1,600 miles, sissy bar, mint condition. Best offer. Call IDC, 872-8200, ext. 681.

## HOUSE FOR RENT

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $950 plus utilities per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

## FOR SALE

2 Bridgestone steel-belted radial tires, size 145 x 13, $40.00 or best offer. 2 Michelon steel-belted studded snow tires, 145 x 13, $40.00 or best offer. Contact Linda Bowes at IDG at (617) 875-5000, x445.

## FOR SALE

Women's white Raleigh 5-speed bicycle for sale, never been used. Will sell for best offer. If interested, please contact Scott Baum at CWCI/MIS department, (617) 879-0700, x207.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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# IDG UPDATE

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Volume 16, Number 2 January 13, 1986

## CW/Australia Expands

Australia's largest and fastest growing computer publishing company is on the move yet again. Computerworld Pty. Ltd. is set to launch Communications World, a bimonthly tabloid which will serve data and telecommunications users. This publication will complement the weekly coverage of the computer community by Australia's top rated computer newspaper Computerworld Australia through its dedicated and more interpretive and analytical editorial of communications news, trends, applications and products.

Communications World intends to bridge the gap between computer professionals with a concern for computer communications and the broader areas of communications impacting the corporate environment. The publication will focus on computer-driven communications rather than general office communications.

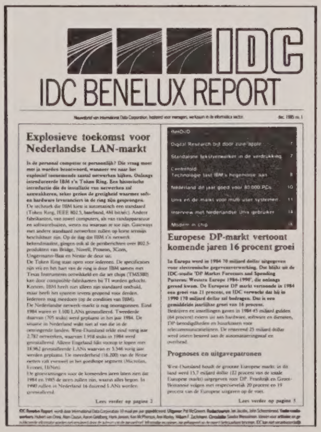
Congratulations to CW/Australia!

Computerworld Pty Ltd
Information Services on information technology

## IDC Benelux Launches Report

IDC Benelux is pleased to announce the launch of the IDC Benelux Report, a result of strong demand from IDC Benelux clients for a more local IDC publication. This now places IDC Benelux in accordance with other IDC offices who produce their own local reports.

With the development of the CIS programs in the Netherlands and a local newsletter, IDC Benelux hopes to fulfill their clients' needs for information on the Benelux information processing industry. This newsletter will be the first step to achieving this goal with the ultimate result being additional CIS clients.



IDC BENELUX REPORT

Explosieve toekomst voor Nederlandse LAN-markt

Lees verder op pagina 2

Europese DP-markt vertoont komende jaren 16 procent groei

Prognoses en uitgavepatronen

Lees verder op pagina 3

## Spotlight

# IDC Benelux

**Left to right: PETER JANSEN, SANDRA WESSELMAN, MONIQUE REENS, KEES MULDER, HUBERT VAN ONNA, RENE JANSSEN.**

IDC Benelux began its activities in January, 1983 as an agency of IDC Europa. The founding of this agency was initiated by **PETER ROWELL**, President of International Data Corporation, and **HUBERT VAN ONNA**, Managing Director of IDC Benelux. Due to the growth in activities and its blossoming future, the Benelux agency was transformed into a full-fledged subsidiary of IDC in July, 1984. IDC Benelux expects to double its revenues in 1985 and an impressive increase in sales volume is also expected in 1986.

The staff of IDC Benelux includes the following persons:

**HUBERT VAN ONNA**, Managing Director of IDC Benelux, is mainly involved in the managing and sales of Continuous Information Programs. He also spends much time in custom research and marketing consultancy. Hubert's background includes twenty years of experience in business marketing and industrial market research. He speaks English, German, French, Swedish and Dutch. In his free time Hubert reads, experiments in cooking and cycles along the Dutch shores and over the Dutch dikes. Hubert and his wife, Marijke, have a son and daughter.

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**PETER JANSEN** is the Market Manager for IDC Benelux, maintaining frequent contact with potential client companies and acting as "right hand" to the Managing Director. One of Peter's hobbies is experimenting on his IBM-PC portable. As a result of this hobby he has developed a mailing method based on D-Base 3, enabling him to "strike the nerve of a specific person within a specific company concerning a specific topic." In his scarce free time he enjoys sailing on his boat, football and reading.

**MONIQUE REENS**, Office Manager for IDC Benelux, is constantly in the middle of all office happenings. She is responsible for secretarial activities and assists with the execution of telephone market research. In her free time she enjoys dancing, especially tap and jazz and running tracks.

Marketing Assistant **SANDRA WESSELMAN** is responsible for a variety of tasks; mailing list maintenance, press releases, order administration and shipping, as well as all types of secretarial activities keep her quite busy. She enjoys skiing, knitting, horseback riding and going to the cinema.

Market Information Manager **RENE JANSEN** joined the Benelux office in February, 1985. He is responsible for the M.I.S. department, where he is handling questions of M.I.S. such clients as BASF, IBM INS, etc. He also takes care of the IDC Benelux library. In his free time he likes running track, playing chess and reading.

**KEES MULDER** joined the Benelux office in October of 1984 as marketing consultant, involved in a project of video-conferencing. He now works at the IDC Europe office in London as Business Manager of the Telecommunications Unit. Kees has worked as a research analyst for McKinsey & Co. in Amsterdam, and has been a trainee in the Commission of the EEC (Brussels) and in the Secretarial of the OECD (Paris). During these traineeships he was also engaged in the field of telecommunications. Kees enjoys cycling (both roadstar and competition) and to counter-balance these activities he often visits modern art exhibitions, theater and ballet.

**ALAIN COUSIN**, the Director of IDC Belgium, a native Belgian, is multi-lingual in French, Italian, English, Dutch and German. Alain's background includes experience in marketing consultancy and market research in the information sector.

# More News...

## 2nd Macworld Expo

The Macworld Exposition, sponsored by Macworld magazine, is having its Second Annual San Francisco coming-together of all the products and ideas in the MACWORLD Universe. The exposition will be held at Brooks Hall/Civic Auditorium in San Francisco, California, to begin on Thursday, January 16th and ending on Saturday, January 18th from 11 a.m. until 6:00 p.m.

The conference schedule will be as follows: Thursday: Industry/Press/Business Session. Friday & Saturday: User Sessions. The hours are from 12:00 noon until 5:50 p.m. on Thursday & Friday, and Saturday will run from 11:15 a.m. until 5:50 p.m.

Managed by Mitch Hall Associates, the three-day Macworld Expo will provide answers to the questions of those people who are looking for new and different ways to capitalize on this unique personal computer. For further information call Mitch Hall Associates at (617) 329-7466.

The MACWORLD Expo: January 16-18, 1986

# Transfers

**RALPH AMES**, has taken on the newly created position of Research Analyst in PC World's Market Research department. In this position, Ralph will be an information resource for everyone in the company. He will go out into the marketplace and acquire information, organize and catalog the company's market research library, and respond to specific information requests from all corners. If you need to know anything from the number of modems in Miami to the percent of PC users who dance the Tango, call Ralph!

**STEVEN YORK** is PCW's new Administrative Assistant in the Market Research department. Steven provided essential support to their wide and varied activities. He has provided gracious, thorough and congenial assistance in several different PC World departments over the past year, and the Research department is already completely dependent on him. Best of luck in your new position, Steven.

# New Employees

PC World Communications is pleased to announce that **JERRY BORRELL** has joined the company as Editor of Macworld magazine. Jerry has full responsibility for developing and producing the editorial concepts and contents of the magazine, managing the Macworld editorial team, and acting as a representative of the magazine. He will assist with budgeting, planning and scheduling, and maintain relationships with industry contacts. In addition, he will hire, direct and evaluate the Macworld editorial staff. Jerry previously served as Editor-in-Chief of Digital Design in Boston. Most recently he was the Senior Editor at Mini-Micro Systems in San Jose and the Director of Information Resources International in Palo Alto. Jerry was also the first editor for Computer Graphics World where he wrote articles and was in charge of editorial planning and research. In addition, Jerry conducts seminars on computer technology and is a prolific author of magazines, journals, newsletters and books. Welcome to the team!

InfoWorld has created a new Classified Telemarketing group which will soon employ seven telephone sales representatives. Its goal is to produce 500 pages of classified advertising in 1986. **JO-ANN STURTRIDGE**, formerly a consultant to InfoWorld, is now supervisor/manager of Telemarketing Group. Congratulations!

# Anniversaries

One-Year Anniversaries

Lois Beninati, CWCI
Laura Borden, WGE
Christine Boyle, IDC
Sharon Dube, WGE
Gordon Duchez, CWCI
Jim Fletcher, WGE
Deborah Hancock, WGE
Richard Larson, CWC/P
Michael McShane, PCI
Manuel Medina, IDC
Michael Morse, WGE
Margaret O'Reilly, PCW
Nancy Percival, CWCI
Bruce Thompson, WGE
David Vernier, WGE
Susan Wright, CWC/P

Two-Year Anniversaries

Larry Canale, WGE
David Dodge, WGE
Patricia Flanagan, WGE
Phil Folsom, WGE
Jane Holopainen, WGE
Elizabeth McGrath, WGE
Jacqueline Prince, CWCI
Pauline Smith, CWCI
Linda Weiner, IDC
Michael Wozmak, CWC/P

Three-Year Anniversaries

Joan Daly, CWCI
Warren Witherell, WGE
Linda Zygadlo, CWCI

Five-Year Anniversaries

Catharine King, WGE
Elaine Ross, WGE

IDG

# Etcetera

## CW/New York Address

For those who are not already aware of it, Computerworld's New York Sales address is currently:

Paramus Plaza 1
140 Route 17 North
Paramus, NJ 07652

Please revise your records accordingly if you haven't already done so.

# Consider This

## INTERNATIONAL DATA GROUP'S TEN CORPORATE VALUES

- DEDICATED TO OUR MISSION — INFORMATION SERVICE ON INFORMATION TECHNOLOGY
- RESPECT FOR THE DIGNITY OF EACH INDIVIDUAL
- INVEST IN OUR PEOPLE THROUGH TRAINING
- KEEP CLOSE TO OUR CUSTOMERS
- PRODUCE PRODUCTS OF THE HIGHEST QUALITY
- EXCELLENCE IN CUSTOMER SERVICE
- KEEP RESPONSIVE TO CHANGES IN OUR MARKETPLACE
- DECENTRALIZED MANAGEMENT STYLE — INDEPENDENT BUSINESS UNITS
- KEEP THE CORPORATE STAFF LEAN
- ACTION-ORIENTED "LET'S TRY IT"

## *Keep Life Interesting*

What we have already done is water over the dam; the more important thing is what we can do today — and tomorrow. When the things we did in the past are more important than our ambitions for tomorrow and next year, it's time to let someone else take over.

You can't win today's game with last week's scrapbook clippings. People who succeed have to plan to keep on succeeding. As they reach one goal, they have to look for a new one and keep on climbing, step by step. That's what keeps life interesting.

*Courtesy of John H. Fulton, The Carrier, Fulton, Inc., Stephens City, VA.

# Classified

ADVERTISING SALES REPRESENTATIVE

inCider magazine, published by CWC/Peterborough, has an opening in its Menlo Park, California office for an advertising sales representative for the Southern California territory. Primary responsibilities include selling new accounts, servicing existing accounts, and administering all marketing functions within the territory. Applicant should have a strong background in advertising sales, preferably in the microcomputer market or related fields. Applicant should send a resume, cover letter and salary requirements to Terri Hamilton, Publisher, inCider Magazine, 80 Pine Street, Peterborough, NH 03458.

MARKET RESEARCH ANALYST

The CWCI Market Research Department has an immediate opening for a market research analyst to design and execute survey research for CW publications and advertisers. Experience with survey and sample design, questionnaire construction, data analysis, and statistical techniques desired. Good oral and written communication skills, plus an excellent ability to work with a variety of clients are a must. To qualify you should have at least 2-3 years professional experience in market research. Knowledge of advertising and/or publishing a plus. To apply, please send letter or resume to Kathy Dinneen, Corporate Research Director, CWCI, 375 Cochituate Road, Framingham, MA 01701.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update,* International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

INTERNATIONAL COMPUTER INDUSTRY ANALYST

The CW Communications Research Department has an immediate opening for a computer industry analyst. This person will be responsible for the collection and dissemination of information and reports on international computer markets to our worldwide offices. In addition, you will be responsible for developing and maintaining a corporate library of computer industry reports, databases, and other pertinent information. You will work closely with IDC. Other responsibilities include writing and producing reports on various segments of the international computer industry, as well as working with the CWCI promotion department in the collection and use of industry data to be used in sales collateral materials. A good working knowledge of the computer industry is essential, as well as a good background in researching secondary data. Good oral and written communication skills are mandatory. If interested, please send a resume or detailed letter to Kathy Dinneen, Corporate Research Director, CWCI, 375 Cochituate Road, Framingham, MA 01701.

ACCOUNT COORDINATOR

CWCI is seeking someone to be responsible for the traffic coordination and billing functions of its weekly newspaper. The qualified candidate will receive and process insertion orders; sales and production update three times weekly; keep premium position chart; receive, process and return materials; generate ad list; invoice issue; liaison with sales and in-house departments, and perform some secretarial duties as required by the National Sales Director and Manager. Qualifications and skills are initiative, dependable, flexible, patient and have a sense of humor. Prefer office experience, preferably in an advertising agency or publishing firm; familiarity with computer terminology helpful and willingness to learn computer systems mandatory. Excellent communication skills and phone presence; good arithmetic skills and knowledge of keyboard and calculator. Interested applicants should send resume to Pam Valentinas, CWCI, 375 Cochituate Road, Framingham, MA 01701, or call (617) 879-0700, x314.

WEST COAST OFFICE MANAGER

inCider magazine has an opening in Menlo Park, California for an office manager. The functions of the position are as follows: good secretarial skills such as typing and filing, excellent telephone manner with ability to handle customer-related problems, good organizational skills, ability to handle day-to-day operation of sales and editorial departments. Applicants should send a resume, cover letter and salary requirements to Rita Rivard, Assistant to the Publisher, inCider Magazine, 80 Pine Street, Peterborough, NH 03458.

HOUSE FOR RENT

Two-bedroom, all new interior house for rent in Wellesley, Massachusetts. Jenn-air kitchen, washer and dryer. Plenty of storage. Close to tennis courts and athletic track. $950 plus utilities per month. Call Valerie Bernas at IDC, (617) 872-8200, x334.

FOR SALE

2 Bridgestone steel-belted radial tires, size 145 x 13, $40.00 or best offer. 2 Michelon steel-belted studded snow tires, 145 x 13, $40.00 or best offer. Contact Linda Bowes at IDG at (617) 875-5000, x445.

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# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 16, Number 3 January 20, 1986

## Commodore World Receives Award

Commodore World magazine, published by CW Communications in Madrid, Spain, will celebrate its third year of publishing in February, 1986. This Spanish-language magazine continues as a leader in paid subscriptions and newsstand sales in Spain. It holds the distinction of being the largest selling Commodore publication in the country (one of four others) with the largest subscriber base. December was a record month for advertising sales.

CW/Spain specialists relax at a recent industry affair. PACO ZABALA, CRISTOBAL ORENES, EUGENIO BALLESTEROS AND FERNANCO RODRIGUES (left to right) hold the respective posts of Computerworld Publisher, Madrid Sales Manager for Computerworld and Commodore World, Consultant to the CW/Spain board, and Distribution Manager.

Somewhat indicative of how data processing for youngsters is viewed in Spain, Commodore World recently won an award for the dissemination of culture. In a ceremony with the government of the regional entity, Castilla La Mancha, Commodore World as a group was awarded a plaque and shared the dias with a Spanish poet, who also won a prize. The CW magazine was cited for "contributing to the progress of youth in Spain."

Commodore World publisher, **VALERIE SHANKS,** has just launched the first edition of the "Commodore World Library" a monographic issue on machine language programming.

Keep up the good work, CW/Spain!

## 73 Transfers to WGE

73 Magazine, the leading amateur radio publication, has transferred operations to Wayne Green Enterprises in Peterborough, New Hampshire from its sister company CW Communications/Peterborough.

*Continued on Page 2*

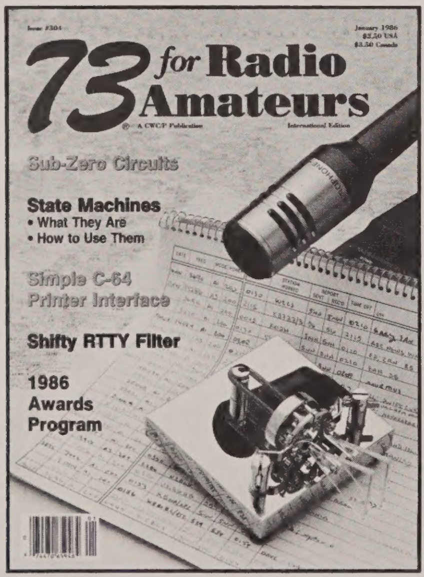
# More News...

## 73 Transfers

*From Page 1*

73 was originally founded by **WAYNE GREEN** in 1960 as his first publication. It celebrated its twenty-fifth anniversary last October. Commenting on the transfer, Wayne Green said, "As a life-long ham radio enthusiast and as a twenty-three year veteran with 73, we are looking forward to working in the field of amateur radio once again."

**JIM POVEC** of CW Communications/Peterborough said the transfer was arranged in order that CW/Peterborough can concentrate on publications addressing specific computer systems or computer application areas. The effective date of the transfer is January 1, 1986.


Issue #304
January 1986
$2.50 USA
$3.50 Canada
73 for Radio Amateurs
A CWC/P Publication
International Edition
Sub-Zero Circuits
State Machines
• What They Are
• How to Use Them
Simple C-64
Printer Interface
Shifty RTTY Filter
1986
Awards
Program

73

# Promotions

CWCI's Conference Management Group is a major "user" of the Promotion/Direct Marketing and Productions/Design/Typesetting resources at CWCI and numerous outside vendors for Communication Networks and other shows. **PAT COLLINS,** who has been working on conferences and speaker recruitment, is promoted to the position of Marketing Communications and Production Coordinator (MC/PC), with the responsibility of planning and managing the work flow, keeping on top of many information sources for inputs and scheduling the jobs through to completion. She has been with CMG since August 1984, and has worked on all its events with enthusiasm and imagination. Pat was a key factor in making the new Network Management/Technical Control show a profitable and well-received series its first year. Congratulations to Pat in this new assignment.

The Communication Networks and Network Management programs involve hundreds of highly professional speakers important to our audience for information and education. Managing this scarce resource requires precision, tact and conscientious follow-up, skills **NANCY RUBIN** has applied to the job since 1981. Now she has assumed primary responsibility for speaker recruitment with her promotion as Conference Administrator for all our programs, including the In Depth tutorial series, and financial aspects of conference administration. Please join in congratulating Nancy who has assumed greater responsibility.

Congratulations to **IAN THALMESSINGER** who was appointed International Controller for all IDG international operations effective January 1st. Ian will be reporting directly to the Executive Vice President-Finance and have responsibility for coordinating all reporting activities and audit work outside of the U.S. In addition, he will be available to assist international managers with problems related to lease/purchase and procedures, cash flow projections, banking and relationships. Ian is based in London at CW Communications Ltd. He joined the IDG family in September 1982 after serving as European Controller for SRI International. Prior to that he spent nine years in public accounting including a four year stint with Price Waterhouse. Congratulations Ian!

With expansion and growth often come rewards to those who've helped set the foundations. **PAM VALENTINAS**, who started at CWCI in the Spring of 1982 as an Advertising Coordinator for Computerworld, and later moved to On Communications, has surely been one of those early builders. We are pleased to announce that Pam, who from January, 1985 has been On Communication's Advertising Coordinator, is promoted to Manager of Marketing and Sales Operations for Network World. Please join us in congratulating Pam in her new position!

# Transfers

Effective January 13th **DOUG BARNEY** is joining the staff of Computerworld as Senior Writer. For the past year and a half Doug has been an associate editor with Micro Marketworld and previous to that, he was a writer for Business Worcester magazine. Best wishes for further success!

# New Employees

Welcome to **ELIZABETH HORWITT** who is the new Senior Editor, Communications for Computerworld. For the past three years, Liz has been covering communications technologies for Business Computer Systems magazine where she has built a reputation as one of the best reporters/analysts in the business on the subject of voice and data transmission. Congratulations, and welcome to the team!

Please join in welcoming **AMANDA LEWIS**, PC World's new Corporate Development Support Clerk. MANDY is a student at Lowell High School in San Francisco, California, and is the daughter of Barbara Lewis, also of PC World. She has already become a valuable member of the PCW team, providing much-needed clericalisms. Welcome aboard, Mandy!

**SHELLY GINENTHAL** has joined PC World's administrative staff. She brings excellent skills and work experience to the position of Administrative Coordinator. As an administrative consultant to Softwiz Corporation and as an office manager to Hoffman & Husband, Inc. and the institute for Law and Policy, she has demonstrated invaluable skills in setting up systems (computer and manual), performing needs assessments, writing reports and overseeing projects. Best wishes for future success!

# Anniversaries

One-Year Anniversaries

James Ange, CWC/P
John Schilin, CWCI
Rebecca Segal, IDC
Audrey Shohan, CWCI
Kelly Simakauskas, IDG
Donald Young, CWCI

Two-Year Anniversaries

Kenneth Blakeman, CWC/P
Lee Doyle, IDC
Lynn Fujikawa, PCI
Barbara Sands, IDC
Lila Villarreal, PCW

Three-Year Anniversaries

Juanita Clark, IDC
Cecile Giguere, CWCI
Gale Paterno, CWCI

Four-Year Anniversary

MaryJo McSorley, IDC

Seven-Year Anniversary

Ken McPherson, IDC

Eight-Year Anniversary

Jeffrey DeTray, CWC/P

Nine-Year Anniversary

Maureen Burke, CWCI

Seventeen-Year Anniversary

Mary Trayte, IDC

Eighteen-Year Anniversary

Walter Boyd, CWCI

# Fitness Focus

## Four Phases of Weight Loss

Getting your weight down is something you have done before! Keeping it off is something else. Here's a look at the four phases of weight loss.

1. Stopping the vicious circle - the critical moment

2. Starting the positive spiral - small aims and experiments

3. Dealing with success in weight loss

4. Maintenance

Find out why these four phases are essential to slim down in an upcoming issue of the IDG Update.

## Aspirin Can Be Harmful

For occasional headaches, muscular aches and minor arthritic pain, aspirin often is a good pain reliever if taken properly, Dr. Michael Irwin told the Health Insurance Association of America.

But Irwin warns that "aspirin can be dangerous." Aspirin should not be taken by people with a history of stomach bleeding or gastric ulcers without medical supervision. Similar caution is advised for people taking anticoagulants or with a blood clotting problem, since aspirin can disturb normal clotting mechanisms and cause internal bleeding.

When used to reduce a fever, aspirin should be taken only when the fever is high and the patient has considerable discomfort.

Aspirin also should be avoided during pregnancy, Dr. Irwin advises, especially during the final three months. "It can slow down the actual pregnancy and even prolong labor, as well as cause a greater risk of stillbirth and maternal and infant bleeding."

Regarding adverse effects on the stomach, Dr. Irwin says, "Taking aspirin near the end of a meal or drinking a full glass of water with aspirin will lessen the likelihood of stomach irritation when the drug is only needed occasionally."

# Classified

### MAILCENTER STAFF

CWCI has an immediate opening for a full-time worker in the mailcenter. Your responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability is a MUST! This is an entry-level position with the only requirement being a valid Massachusetts license. To apply, call John Merullo at (617) 879-0700, x373, at CW Communications, 375 Cochituate Road, Framingham, MA 01701.

### COPY EDITOR

CW Communications' new weekly communications newspaper has an opening for a copy editor. Responsibilities include reading and copy editing all contributions and reading page proofs. At least one year of copy editing experience is required; experience on an electronic editing system is preferred, but not essential. Candidate must have an excellent grasp of the English language, including spelling and grammar, as well as a sharp eye for detail. The ability to work well under deadline pressure is essential. Knowledge of the communications industry is a plus. Please send resume and a recent writing sample to: Kathleen M. Cahill, CW Communications, Inc., 375 Cochituate Road, Box 880, Framingham, MA 01701.

### ASSISTANT FEATURES EDITOR

CW Communications' new weekly communications newspaper, Network World, has an opening for an assistant features editor. Responsibilities include editing feature article manuscripts and interacting with writers. At least one year of professional editing experience, including copy editing, is required. The ideal candidate will be oriented toward features rather than news in terms of style, and will combine strong editing skills with a keen interest in the fast-paced communications field. A general working knowledge of communications systems and computer technology is preferred. A journalism or technical degree is a plus. Please send resume and a recent writing sample to: Steve Moore, CW Communications Inc., 375 Cochituate Road, Framingham, MA 01701.

### WASHINGTON D.C. CORRESPONDENT

CW Communications' new communications newspaper, Network World, is seeking a correspondent for Washington D.C. to be responsible for news and feature writing, write weekly news stories on communications activities at the FCC, Congress and other government agencies that effect CW's readers. You will provide weekly collection of minor events in column form, write Washington D.C.-based and other feature stories, including personality profiles and on-site application stories. You will also cover non-governmental events and companies. Five years of professional journalism experience required, as is two years of communications industry coverage in Washington D.C. Please send resume and writing samples to Bruce Hoard, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701.

### EDITORIAL ASSISTANT

CW Communications' new weekly communications newspaper, Network World, has an opening for a full-time editorial assistant. You will be working with the editor and the rest of the staff. Responsibilities include responding to written and telephone inquiries from our readers, opening and sorting mail, making travel reservations, handling correspondence, covering phones, some light typing, filing and occasional transcribing. To qualify you should be organized, detail-oriented and able to keep on top of multiple responsibilities. You should also demonstrate good telephone and office skills and be an accurate typist. At least two years of office experience required. Send resume or letter of interest/qualifications to: Bruce Hoard, CW Communications, 375 Cochituate Road, Framingham, MA 01701.

### ADMINISTRATIVE ASSISTANT

CW Communications has an immediate opening for an entry-level full-time administrative assistant. You will work with the editor and staff of Computerworld Focus, a monthly computer magazine. Responsibilities include opening and sorting mail, interacting with readers and vendors over the phone or by letter, taking phone messages, handling correspondence, making travel arrangements, assisting editors and reporters in story research, as well as other projects. To qualify, you should be organized, detail-oriented and able to keep on top of multiple responsibilities. You should demonstrate good telephone and office skills and be an accurate typist. Interest in computers is a plus. Contact Ann Dooley at CW Communications, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

## NEW PRODUCTS EDITOR

CW Communications is launching *Network World*, a new weekly communications newspaper. This user-oriented publication will combine a mix of news and features. Responsibilities include reading and rewriting press releases, helping on editorial research and surveys, editing superlatives and irrelevant information from product announcements, and channeling rewritten releases to appropriate section editor. You must have the ability to work under deadline pressure, to distinguish factual material from marketing hyperbole. Must have one year of professional journalism experience, a computer/communications industry background helpful. Please send resume and a recent writing sample to: Bruce Hoard, CW Communications, 375 Cochituate Road, Box 880, Framingham, MA 01701.

## SENIOR EDITOR/MANAGEMENT, INTERNATIONAL

CWCI's Editorial Department is seeking someone to be responsible for editorial content of two new *Computerworld* news departments, "Management", and "International." You will also contribute to general news pages in areas of expertise. You will generate lead stories, columns and other editorial elements for both sections, working with staff and freelance writers; edit or coordinate editing of all material appearing in sections; approve section page proofs and headlines; monitor trends and generate stories in areas of coverage for general news pages. At least five years of journalism experience with an emphasis on business administration and/or computer technology is required. Demonstrated writing ability and knowledge of computer management issues and trends and of international computer industry activity. Ability to supervise editorial projects and to work with copy desk and general editorial management. Contact Cheryl Tynan at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700.

# IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

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## PART-TIME, CWCI RESEARCH

CWCI's Research Department is looking for a dependable person to work part-time. Duties would include coding questionnaires, working with a CRT, some typing, answering phones and other clerical duties. 20 hours per week, either mornings or afternoons. To apply, call MaryAnn MacAuley at (617) 879-0700, x529.

## ASSISTANT FULFILLMENT COORDINATOR

CWCI is seeking a person whose primary responsibilities will include analyzing various forms of statistical data supplied by our service bureau, monitoring job orders in progress and providing updated status reports to department managers, maintaining inventory records of all stock and forms in use, and assisting the fulfillment staff as needed. To quality you must be adept at working with figures and be extremely detail-oriented as this position requires accuracy at all times. The ideal candidate would also have prior experience in a similar environment that required handling numerous tasks simultaneously to meet strict deadlines. Send resume or detailed letter with salary requirements to Maureen Burke, Corporate Fulfillment Director, CWCI, 375 Cochituate Road, Framingham, MA 01701. No phone calls please.

## IDC DATA FILES

IDC is looking for ambitious, motivated recent graduates to join its fast growing team of experts. A wonderful opportunity to explore the ever-growing computer industry. Send resume to: Dorothy Lanciloti, c/o IDC, 5 Speen Street, Framingham, MA 01701. Or call (617) 872-8200, x288.

## MAIL SERVICES COORDINATOR

IDG has an immediate full-time opening in its mail center. Your primary responsibilities will include processing and delivery mail, making warehouse runs, distributing the weekly internal newsletter, and many other related duties. We are looking for someone who is dependable and willing to work. Experience is helpful, but not necessary. A valid Massachusetts license and a car are the only requirements. To apply, please call Susan Perry at (617) 875-5000.

## FOR SALE

1976 Pontiac Sunbird. Good condition, new tires and brakes. $800 or best offer. Call (617) 872-8200, ext. 660 and ask for Chris.

## Guidelines for deadlines

Used properly, deadlines can greatly improve productivity, according to Steven Diamond, a vice president of the Management Analysis Center.

Diamond recommends four techniques for meeting deadlines:

1. Set reasonable deadlines: too close and you're likely to panic; too distant and you may loaf.

2. Start work early. Pace yourself. Work out a schedule so you can finish on time without a last-minute crisis.

3. Set little deadlines within each major deadline. And meet them.

4. Watch your track record. Logs of past projects can be a valuable resource.

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# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 16, Number 4 January 27, 1986

# CW/Spain Sponsors Forum & Publishes Largest Issue

Computerworld Spain has grown steadily since in its beginnings five years ago. Late last fall it established its first joint venture PC Forum. A local Madrid hotel hosted the event, with 55 exhibitors in 100,000 square meters of space. Approximately 3,500 attendees viewed the exhibits and experimented with IBM PCs and other compatible computers and software. CW/Spain and its partner, Capric S.A., a show management firm, rated the first PC Forum sufficiently successful, and so they decided to hold a second show in early summer of 1986, in Madrid.

**ENRIQUE GARCIA,** who assisted at the CW booth during the Forum, is the Madrid-based sales manager for PC World Spain. The first issue of PC World Spain appeared early in 1985, and later became a monthly publication with the October, 1985 issue.

In November Computerworld Espana was successful in publishing its largest issue ever, with 136 pages, including almost 70 pages of ads. The issue was published in conjuction with the S.I.M.O., Spain's largest DP show.

Keep up the fine work, CW Spain!

EL PERIODICO PARA LOS USUARIOS DE INFORMATICA

España

computerworld

Análisis COMPUTERWORLD sobre 335 sistemas (grandes ordenadores, minis, micros).
Inteligencia Artificial, los años 90.
Feigenbaum y Herbert Simon en Madrid.
Mercado de informática: España crecerá más que la CEE en consumo de software.
¿Cómo evaluar un SGBD?.
El Token Ring ya está aquí.

# More News...

## IDC Predicts Increase in VADs

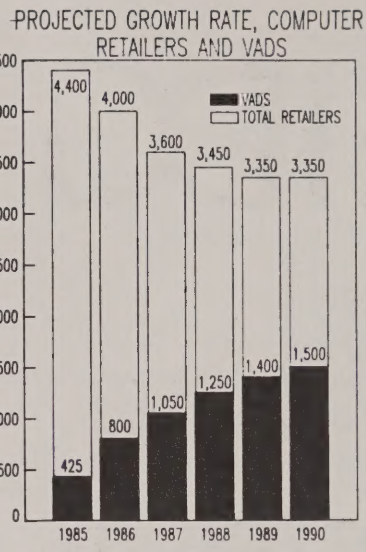
The number of computer retailers operating as value-added dealers (VADs) will jump from 425 in 1985 to 1,500 by 1990, representing a 29% annual growth, according to a report published by IDC.

Value Added Dealers: A New Era in Retailing also reports that while VADs comprise 10% of today's computer retailers, that percentage will rise to 45 by 1990. A value-added dealer is defined as being a retailer that maintains an outside sales force, targets vertical (or niche) markets, and sells full solutions.

Value-added dealers hold several advantages over traditional computer retailers, according to the report. Their "value-added" approach takes them out of the price-competitive marketplace and allows them to offer services and solutions that customers are unable to get from true-retail competition.

The report says that 77% of VADs surveyed reported revenues of more than $1 million annually, and 33% predicted that their 1985 sales would exceed $10 million. In addition, 24% of those surveyed expect to increase sales by more than 50%.

The retail channel in general will experience growth through the end of the decade, the study adds. However, the number of traditional retailers is expected to decline by about 5% annually.



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# Promotions

Congratulations go to **PENNY HAMBLIN** of CWC/Peterborough's 80 Micro staff, who has been promoted from Senior Editor to Managing Editor for 80 Micro. Also, **CHIP MCMASTER** has been promoted from Editorial Assistant to Senior Editor of 80 Micro. Best wishes to both of you for continued success!

**CLINT WILDER**, of CWCI's Computerworld staff, has been promoted to the position of Senior Editor, Computer Industry. Clint has done an outstanding job as CI backup and as a frequent stand-in as CI Editor during the past few months. Please join in wishing Clint the very best in his new position.

# New Employees

Effective January 27th, **BEVERLY CRONIN** joins the staff of Computerworld as a Senior Writer. For the past two years Beverly has been Technical Editor of Popular Computing magazine, responsible for the monthly magazine's software review section, as well as for cover stories, special reports, and features. She was previously Chief Copy Editor for both Popular Computing and Byte magazines. Prior to that she was a General Assignment Reporter for the Clinton, Massachusetts Daily Item, sharing beats with the near-legendary reporter, Marjorie "Deadline Madge" Magowan. Let's all welcome Beverly aboard!

Welcome to **ANNE FREED**, who has joined the staff of CWC/Peterborough as a Copywriter. Anne was previously Senior Copywriter at Wang Laboratories in Lowell, Massachusetts. Before that, she held positions as Copy Manager of PC magazine and Managing Editor of Fairchild Publications' Metal Center News.

**DAVID ESSEX** has joined CWC/P as Copy Editor. He previously held the position of Reporter at the Monadnock Ledger in Peterborough, New Hampshire. David also spent time as Managing Editor and Public Affairs Assistant at the Cato Institute in Washington, D.C. He received his B.A. in Journalism from the University of Rhode Island.

Welcome to **PARTH DOMKE**, who joins the staff of Computerworld as Assistant to the Editor-in-Chief. For the past two years Parth has served as Assistant to the Publisher of PC Products magazine. Best wishes for much continued success!

# Anniversaries

## One-Year Anniversaries

Linda Bowes, IDG
Christopher Burg, PCW
Susan Mansur, CWCI
Maureen Rondeau, CWCI
Vance Tiede, LINK

## Two-Year Anniversaries

Marcia Farrington, IDC
Philip Semler, PCW
Bonnie Welsh, CWC/P
Mark Winther, LINK

## Three-Year Anniversaries

Linda Canale, CWC/P
Laura Smith, CWCI
Beverly Woodbury, CWC/P

## Four-Year Anniversaries

Renee Dynan, CWC/P
Nancy Rubin, CWCI

## Six-Year Anniversary

Jonna Yager, CWCI

# Etcetera

## Change of Address

The official move of CWCI's Hong Kong operations occurred on Saturday, January 18th. Please make sure all records are updated to reflect the following new address and telephone number:

Asia Computerworld
Communications Ltd.
701-4 Kam Chung Building
54 Jaffe Road
Wanchai
Hong Kong

Telephone: 5-8L63238
Telex: (same) 72827 COMWOR HX
Facsimile: (same) 5-8610953

## Swiss Address

Please note that since September 1, 1985 the address for CW/Switzerland has been:

CW Publikationen AG
Witikonerstrasse 15
Postfach 8030, Zurich
Switzerland

Please check to see that all records reflect this change.

**COMPUTERWORLD** ***SCHWEIZ***

# Consider This

## What is Wind Chill Factor

If you were standing outside on a cold winter morning, you'd probably feel a little chilly. But if a stiff breeze started blowing, you'd begin to feel colder - even though there was no change in the temperature.

This phenomenon is measured by the wind chill factor, an indicator of how cold you feel when these two elements - temperature and wind - combine forces.

The wind chill factor is based on heat loss. As wind blows across your skin, heat is lost through increased evaporation: the more wind, the more heat loss.

**WIND CHILL INDEX**

ACTUAL THERMOMETER READING F°

EQUIVALENT TEMPERATURE

| wind mph | 40° | 30° | 20° | 10° | 0° | -10° |
|---|---|---|---|---|---|---|
| 0 | 40 | 30 | 20 | 10 | 0 | -10 |
| 5 | 37 | 27 | 16 | 6 | -5 | -15 |
| 10 | 28 | 16 | 4 | -9 | -21 | -33 |
| 15 | 22 | 9 | -5 | -18 | -36 | -45 |
| 20 | 18 | 4 | -10 | -25 | -39 | -53 |
| 25 | 16 | 0 | -15 | -29 | -44 | -59 |
| 30 | 13 | -2 | -18 | -33 | -48 | -63 |
| 35 | 11 | -4 | -20 | -35 | -49 | -67 |
| 40 | 10 | -6 | -21 | -37 | -53 | -69 |

Of course, the wind chill factor is only a rough gauge of a person's relative discomfort. Many other factors affect a person's resistance to cold: age, state of health, amount of clothing, and body shape and size.

The wind chill factor is not useful when discussing inanimate objects, from which there is no heat loss, no evaporation. The water in your car's radiator, for example, is in a closed system and will not evaporate, even if the wind speed increases.

The following chart gives equivalent temperatures for various combinations of temperature and wind speed.

# Classified

### CIRCULATION DEPARTMENT ASSISTANT

InfoWorld now has an opening for a Circulation Department Assistant. You should have a strong background in math, and be able to communicate clearly in writing and over the phone. High school Algebra II is required, and any statistical background is welcome. Microcomputer literacy and familiarity with Lotus 1-2-3 would be a plus. Responsibilities include: providing statistical support to the department, usually by extracting data from printed reports and loading them into 1-2-3 spreadsheets; performing research and puzzle-solving; handling telephone and mail traffic; and servicing customers who order reprints and indices. Applicant should be seeking a collaborative, team-oriented work group where general skill development is stressed. Contact Steve Rees, Circulation Director, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

### WEST COAST CORRESPONDENT

CW Communications' new weekly communications newspaper is looking for a West Coast Correspondent whose responsibilities will include: coverage of west coast communications industry, news and feature writing, writing breaking news stories, and writing at least one feature story a month. The ability to work well independently, as well as three years of professional journalism experience and one year of communications/computer industry journalism experience are required. Please send resume and recent writing sample to: Bruce Hoard, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701.

### MAIL SERVICES COORDINATOR

IDG has an immediate full-time opening in its mail center. Your primary responsibilities will include processing and delivering the mail, making warehouse runs, distributing the weekly internal newsletter, and many other related duties. We are looking for someone who is dependable and willing to work. Experience is helpful, but not necessary. A valid Massachusetts driver's license and a car are the only requirements. To apply, please call Susan Perry at (617) 875-5000.

### STAFF WRITER

CW Communications is launching Network World, a new weekly communications newspaper. This user-oriented publication will combine a mix of news and features. Responsibilities include: news reporting and writing, assisting section editors, conducting telephone surveys, and writing breaking news stories. Qualifications required include one year of professional journalism experience, the ability to work under pressure, and an adaptable personality. Please send resume and a recent writing sample to: Bruce Hoard, CW Communications, Inc., 375 Cochituate Road, Framingham, MA 01701.

### FOR SALE

1984 Honda Prelude, silver, with every extra. Five-speed. 28,500 highway miles. Car is in mint condition. All service records available. $11,000 or best offer. Call Bill, at (617) 723-8272, and leave message.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

# What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of persons like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________________
________________________________________

ADDRESS: ______________________________
________________________________________

YOUR NAME: ____________________________

PHONE #: ______________________________

DESCRIPTION: __________________________
________________________________________
________________________________________
________________________________________
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________________________________________
________________________________________
________________________________________

SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

DO YOU HAVE AN ANNIVERSARY COMING UP? If you would like to be sure your are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

IS THERE A NEW FACE on your team? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

?

HAVE YOU HAD A RECENT SUCCESS? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

**What's New . . . What's New . . . What's New**

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

# IDG UPDATE

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Volume 16, Number 5 February 3, 1986

# PC World Acquires Desktop Publishing

PC World Communications, Inc., publisher of Macworld and PC World magazines, has signed a letter of intent to acquire Desktop Publishing magazine from Bove and Rhodes Associates of Woodside, California.

"Desktop publishing is personal computing's next major growth area," said **DAVID BUNNELL**, Chairman of PCWCI. "Publishing words and graphics with IBM-type PCs and Apple Computers is a technological breakthrough that will have far more impact than spreadsheet programs. People in the PC industry have been looking for the next VisiCalc, and this is it."

The introduction of page-composition programs and laser printers makes it possible for PC users to produce high quality printed reports, posters, newsletters, flyers, and books quickly and inexpensively. The technology allows for the integration of text, graphics, and scanned images.

The new version of Desktop Publishing will be inserted in the July issues of both PC World and Macworld. Tony Bove and Cheryl Rhodes, Founders of Desktop Publishing, will join PCWCI as Editors of the magazine. Subsequent to the special insert, Desktop Publishing will appear bimonthly.

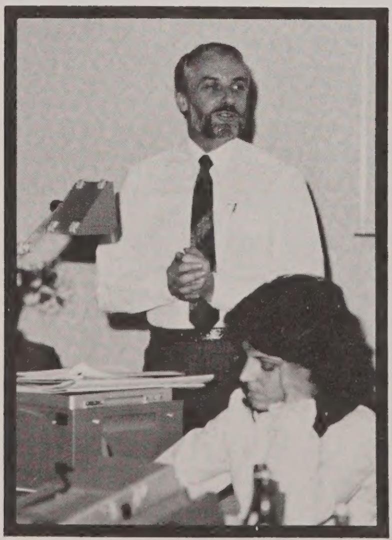
Desktop Publishing will include tutorials on graphics, typography, and production, as well as features on laser printers, digitizers, OCR scanners, graphics, and page makeup software. It reports on the growing desktop publishing market and new product development.

The new Desktop Publishing will be produced using state-of-the-art desktop publishing equipment and software. "The magazine itself will be amazingly beautiful - people won't believe it was done entirely on personal computers," Bunnell said.

# Spotlight

## Computerworld Australia

Computerworld Australia, now in its eighth year, has seen dramatic growth in the last four years and now has almost 50 full and part-time staff. The majority of its employees are concentrated in the Sydney head office, with ten located in the Melbourne office, and one in the Perth office. Computerworld Australia was founded by Managing Director **ALAN POWER** in 1978. His responsibilities have broadened considerably with his appointment as CWCI Vice President/Pacific Region, with Singapore, Hong Kong, and Japan coming under his leadership. He now spends about four months of the year traveling in this territory, and also makes several trips to the United States.



Pictured above at a recent IDG Board of Directors Meeting in Beijing, China is Computerworld Australia's Managing Director, Alan Power.

Computerworld Australia's General Manager, Barbara Howell

Another founding member of the company is **BARBARA HOWELL,** the current General Manager. Barbara bravely joined Managing Director Alan Power in July, 1978, just before the launch of Computerworld in Australia. She has been instrumental in helping him build the company to its present size. In her spare time Barbara and her husband, Roy, like to travel and get out in the sun.

**STEPHEN MOORE,** a relatively long-term member of CW Australia, recently clocked up five years. He is manager of CW Expo, but originally he was a journalist for seventeen years in the UK and Australia. His unusual hobbies include restoring veteran fire engines, and his second love is studying the English author, Thomas Hardy.

*Continued on Page 3*

# Computerworld Australia

Standing, left to right: Stephen Moore, Conference Manager; Kim Hay, Secretary to Managing Director. Seated: Doreen Butler, Computer Operator.

*From Page 2*

**KIM HAY** has the position of Secretary to the Managing Director, Alan Power. She lists her credits as good shorthand and a good sense of humor.

**DOREEN BUTLER** is one of Computerworld's more recent additions. She started work two months ago as an Accounts Receivable Clerk and Computer Operator. She was born in the U.S. of Irish parents, and she has traveled extensively since coming to Australia fifteen years ago.

In the weeks ahead we will feature the other forty-five members of Computerworld Australia Pty. Ltd.

TOP JOBS START PAGE 19

Computerworld
australia

January 17, 1986 $1.20*

the newsweekly for the computer community

*Time to get experience — 'even if it's bad'*

**Bank to test AI potential**

Snag in SQL stumps user

**Union joins Minerva row**

**IBM software developer chooses NAS**

**Beefed up Mac gains more speed, memory**

WORLD NEWS A roundup of world events from Computerworld's daily News Service. — Page 7

Control Data's founder hands over the helm. — Page 2

SPECIAL REPORT Which printer? Pages 11-14

THIS WEEK

☐ Inside Apple's Mac releases — page 2
☐ Facom user returns to fold — page 3
☐ Patches patched by NCR user — page 4
☐ Westrail takes Amdahl track — page 5
☐ Videotex matures — page 6

# New Employees

CWCI's Tokyo Bureau is pleased to announce that **YASUKO YOSHIMI** has joined its staff as an Editorial Assistant. Yoshimi, who prefers to be called Yasuko, is welcomed to assist Bureau Chief Takehisa Kondoh in the start-up of Computerworld News Service's coverage in Japan, China, South Korea, and Taiwan. Yasuko was previously employed at Nissei Sangyo Company, a major trading house handling computers and other high-tech items, including those from Hitachi. Until December, 1985 she worked for Prentice-Hall of Japan, Inc., a Japanese affiliate of the U.S. publishing firm. Yasuko is a graduate from the elite Sophi University in Tokyo and is proficient in several foreign languages, particularly French and English. When time permits she practices tai'-chi.

The Applications Development Group for IDC's Data Processing Department welcomes **EVA MARIE GORDON** as a Programmer/ Analyst. Eva comes to IDC after nearly two years at Computer Corporation of America, where she became proficient in the use of the Model 204 Database Management System. She is presently enrolled in the Computer Science program at Boston University.

Eva enjoys grand slalom and slalom ski racing for the Team NASTAR and the USSA, aerobics, and biking. She grew up in Fremont, Ohio, and lived in Charlotte, North Carolina before moving to Southboro, Massachusetts, where she and her husband, Andy, have lived for the last two years. Welcome aboard, Eva!

# Anniversaries

### One-Year Anniversaries

Michela O'Connor, PCW
Tina Wolozin, CWCI

### Two-Year Anniversaries

Perry Donham, CWC/P
Paula Foss, CWCI
Olga Greenwood, CWCI
Nanci Grindlinger, IDG
Donna Sparrow, IDC

### Three-Year Anniversary

Beverly Wolff, CWCI

### Four-Year Anniversaries

David Rowell, CWC/P
Robert Villeneuve, CWC/P

### Seven-Year Anniversaries

Carol Polack, CWCI
Donna Vautour, IDC

### Sixteen-Year Anniversary

Bill Murphy, IDG

# Etcetera

## TELEX Change

Please note that China Computerworld's new telex number is:

(716) 222214 CCW CN

The address and telephone number remain the same.

# Fitness Focus

## February is Heart Month

"Your heart is in YOUR hands."

February is heart month, a good time for employees and their families to take stock of their lifestyles and how they affect health. Employees need to learn some basic facts about heart disease and heart attacks.

Do you know the symptoms of a heart attack and what to do if you or a loved one is stricken? For too many people, the first outward sign of heart disease is sudden death.

Contrary to what many people believe, a heart attack usually does not produce a great immobilizing pain that takes one's breath away. Nor does it cause a sharp, stabbing pain. Instead, the pain is more like a bag of sand pressing on the chest behind the breastbone - an uncomfortable fullness, squeezing, or pressure. The pain may radiate to the neck, shoulders, or arms. It may come and go and even disappear for a considerable period of time. Not all symptoms may be present. Feeling weak, short of breath and nauseous, the victim may mistake his or her condition for indigestion. As a result, one in five heart attacks is not diagnosed at the time it occurs. The American Heart Association recommends that anyone experiencing chest discomfort lasting for two minutes or more get to a hospital immediately.

Do you know the seven major risk factors associated with heart disease and do you live in a way that reduces the chances of a coronary or coronary-related disorder?

Do you know your **blood pressure**, **blood sugar**, and **cholesterol** levels? They measure three of the risk factors.

Do you **smoke** or are you **overweight**? Here are two more factors.

Do you **exercise**?

Are you under a lot of **stress** at home or on the job?

The cost of not taking care of your heart is high. Remember: Your heart - and your life - are in YOUR hands.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
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Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

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# Classified

## ADMINISTRATIVE ASSISTANT

InfoWorld has an opening for an Administrative Assistant, to report to the Production Director. Excellent office and organizational skills are required. Also required is a strong financial (budget-oriented) background, and five years of experience. In addition to the customary administrative duties, this position involves coordination of outside vendors' services (including printers), calculating and processing weekly production statistics, and serving as liaison between the Production Director and clients. Contact Cynthia Puig at (415) 328-4602.

## SENIOR WRITER

CW Communications is seeking a Senior Writer to be responsible for: proposing, researching, and writing original news and technical and feature stories and for generating stories on assignment from editorial management; and also generate occasional analytical stories based upon original research. You will produce usable news and technical section copy on a weekly basis from original ideas with a minimum of supervision from editorial management. Must meet deadlines established by editorial management and initiate story ideas for own follow-up or for assignment to other staff members. You will cover conferences, trade shows and meetings on assignment from editorial management; conduct telephone and personal interviews with computer industry figures and data processing executives on a wide range of subjects of interest to the Computerworld target reader; generate in-depth analysis pieces requiring original research on an occasional basis; assume special reporting assignments and/or special projects from editorial management; spot industry trends and report on them with a minimum of direction; and perform other job-related duties as required. Requirements: a minimum of two years of professional journalism experience and an additional year covering the computer industry; demonstrated writing ability with fast, accurate production and little or no requirement for rewriting on copy produced; proven reporting skills with ability to establish contacts within the computer industry; find news leads; and uncover and analyze trends. Contact Cheryl Tynan, CW Communications, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

## MECHANICAL ARTIST

CWCI's Marketing Services/Sales Promotion Department is seeking a Mechanical Artist who will be responsible for the production of mechanicals for ads and sales promotion materials produced by the Sales Promotion Department. Duties and responsibilities will include: preparing mechanicals for ads and collateral materials; spec type; preparing layouts and compositions and making stats. In addition, the person will locate free-lance art suppliers, assist the Art Director as required, and perform other miscellaneous duties as they arise. The ideal candidate should have above average mechanical ability, and an understanding of printing procedures and technical drawing; thorough knowledge of type design; and three to four years of mechanical/paste-up experience, preferably at an advertising agency or with an in-house agency. Some design background preferred. Educational requirements: a college degree or equivalent. If you are interested, please contact Liz Johnson-Morris, Sales Promotion Director, CWCI, at (617) 879-0700.

## CIRCULATION DEPARTMENT ASSISTANT

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## USED BABY FURNITURE/EXCELLENT CONDITION

Marlene Stibal of CW Communications has for sale, at 1/2 price: a Laura Lynn crib for $75; plastic covered calico print mattress for $20; calico playpen for $20; waterproof pad and mattress cover for $4 each; a Child Guidance busy box for $5; and a Sesame Street musical mobile for $8. All the above-mentioned furniture was used by a non-abusive "almost two" year-old, therefore it is in mint condition. If you are interested in purchasing any of the above, contact Marlene Stibal at home, 547-5213; or at CW Communications, (617) 879-0700, x403.

## FOR SALE

1984 Honda Prelude, silver, with every extra. Five-speed. 28,500 highway miles. Car is in mint condition. All service records available. $11,000 or best offer. Call Bill, at (617) 723-8272, and leave message.

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# IDG UPDATE

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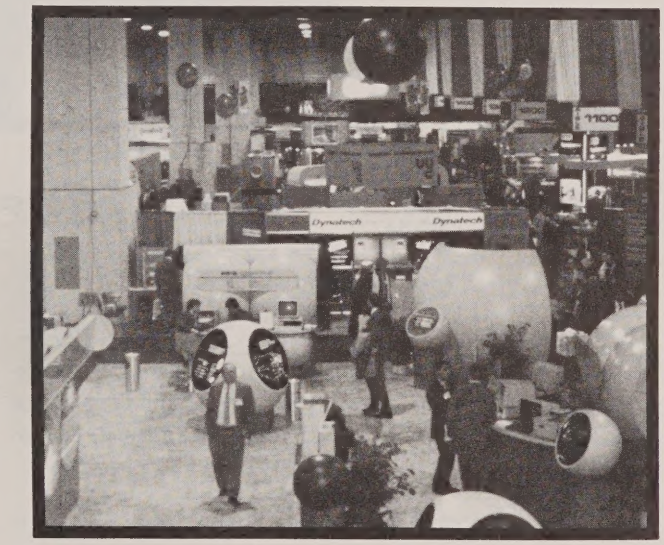
Volume 16, Number 6 February 10, 1986

# CN '86 Breaks Attendance Record

CWCI's Communication Networks '86 Conference and Exhibition celebrated its eighth year by breaking its 1985 record with a total of 15,705 attendees: 8,591 were exhibit-only attendees, 4,593 were industry exhibitors, and 1,838 attended the conference and tutorial sessions. A wide circle of press and speakers were also present for this yearly Washington, D.C. event.

On January 27-30, at the Washington Convention Center, **BILL LEITCH**, CW/Conference Management President and CN General Manager, reported that this year's show, combined with the COMM/MART conference program, was tailored to provide vendors and resellers with the skills necessary to prosper in the highly competitive marketplace which has evolved since the divestiture of AT&T. CN provides a platform for advocates of deregulation and provides a vehicle to advance competition in the United States' fastest growing industry.



A special mention should go to the CMG department members who worked so hard to make this year's event another record-breaker. **BILL SELL** serves as CMG Director of Planning and Operations, **NANCY THAYER** is Manager of Marketing Services and Administration, **LOUISE MYEROW** is the group's Registration Manager, **NANCY RUBIN** serves as Conference Administrator, **PAT COLLINS** is Marketing

*Continued on Page 3*

## Spotlight

# CW/Australia

## Melbourne

Computerworld

**Left to right: Lesley Pocock, Ken Beever, Kelly Jager, Cherie Bridges, Judy Epple, Susan Coleman, Lauraine Garnett, ChessWade.**

Computerworld Australia's Melbourne office opened just six months after the head office in Sydney opened, and here they are . . . .

**SUSAN COLEMAN,** Publisher of Computerworld Australia, is a company original. She commenced employment as the Melbourne Bureau Chief, became Editor three years later, and was appointed Publisher in February, 1985. In her spare time Susan enjoys the company of her two daughters and her husband, Grahame.

**JUDY EPPLE,** Receptionist, was close to being one of the first employees, having been with the company for seven years.

The editorial staff includes **LAURAINE GARNETT,** Senior Victorian Correspondent, and a keen skydiver; and **CHESS WADE,** Associate Editor of Australian MacWorld, who has the dubious distinction of being the baby of the group.

**KEN BEEVER,** now Exhibition Manager, has also been involved with the Directories and Marketing Divisions in his five years at Computerworld. His interests include playing the saxophone professionally, and woodworking.

**LESLEY POCOCK** is the Publisher of the Software Buyer's Guide, Greenbook. Lesley has been with the company for four years and, when not involved in databases, she enjoys her leisure time with her husband, Peter, who is a television director, and her two children.

**KELLY JAGER** has been Lesley Pocock's Assistant in the Directories Division for the past two years. Kelly's interest in the industry began when she worked as Coordinator for Alan Power ten years ago.

**CHERIE BRIDGES**, Victorian Sales Manager for Computerworld Australia, and **SUSAN EARLES**, Sales Executive for PC World, joined the company within the last year. Both of them enjoy the outdoor life in their spare time. Cherie has had an outstanding sales year in 1985, and is looking forward to 1986.

Let's not forget **TED** and **SUSI FRASER**, who are a formidable team when it comes to selling job ads and classifieds in Computerworld. They operate from their own office on a commission basis, and they are considered part of the family.

# More News...

## CN '86

*From Page 1*

Communications and Production Coordinator, and **ROBIN POULIN** serves as Exhibit Coordinator.

Other CWCI staff who assisted with this year's show included: **TAMI MASON**, **HOLLY LOMAX**, **KRISTIE VAN VALKINBURGH**, **SCOTT BAUM**, **JONNA YAGER**, **VICKIE HARDING**, **AUDRIE TYLER-GRABOWSKI**, **DANEE DENTON**, **KATHY HUGHES**, and **LINDA LAST**.

Reports are that all exhibitor show-floor space has already been rebooked for CN '87. Congratulations on a job well done!

## IDC To Hold Briefing Sessions

Beginning March 3, 1986 IDC will present their 21st Industry Information Briefing Sessions at the Hyatt Regency in Cambridge, Massachusetts. Chairman **PAT MCGOVERN** will give the opening address at the Boston location. As always, the sessions will provide the most recent market forecasts and reviews, user trends, competitive issues, and technological developments.

**WILL ZACHMANN** will provide the "Information Industry/Technology Update '86." **DAVE MOSCHELLA** will cover "Trends in System Spending: 1986 and Beyond." "What's Hot and What's Not in Communications?" will be given by **KIM MYHRE**, Director of IDC's Communications Industry Research Service.

Additional topics covered will be: "Emerging Opportunities in Worldwide Markets," "Small Scale Systems: The End User's Window," "IBM's Grand Strategy: 1986-1996," "Directions in the Office," and "Information Industry Predictions '86." The above topics will be covered by: **JACK HART**, Vice President o International Services; **AARON GOLDBERG**, Director, IDC's Micro Advisory Service; **FRANK GENS**, Director, IDC's IBM Systems Advisory Service; **TIM CAFFREY**, Director, IDC's Strategies for Micro Computers and Office Systems; and **WILL ZACHMANN**, Corporate Vice President of Research; respectively.

# Promotions

**RICK BURONI** has been promoted to the position of Mail and Office Services Coordinator at IDG. Rick will be responsible for overseeing the mail center, purchasing supplies, equipment maintenance, and many other duties, and will continue to assist the Accounting Department. Please join in us congratulating Rick!

Congratulations to **SHERYL MERCHANT** of CWCI's International Marketing Services, who was recently promoted from Eastern Advertising Coordinator to Manager, Sales and Marketing Support. In her new position Sheryl will be responsible for supervising all day-to-day sales support activities and, in addition, overseeing Marketing Communications between Framingham and the 57 CW/IMS international publications in 26 countries.

# New Employees

The new Switchboard Operator/ Receptionist at IDC is **JANE MCMORROW.** Jane joined IDC on January 27th, and replaces Honey Germagian Vartebedian, who now resides with her husband on the west coast. Jane is from Aritech in Framingham, and prior to that she was employed at CW Communications as Switchboard Operator/Receptionist. She will also be responsible for all new additions, changes, and deletions of extensions. Please welcome Jane, and wish her the best of luck in her new position with IDC.

United Kingdom Journalist **DAVID LEGARD** has joined Computerworld Australia as News Editor. David previously worked for two years with another CW Communications publication, Computer News, in the UK, where he was Senior Reporter. David's areas of specialization include computer security and advanced hardware and software techniques. In addition, he was responsible for running the Computer News Diary Column, dealing with the more light-hearted aspects of the computer industry. David arrived in Australia at the height of the southern summer, and has quickly lost his northern pallor as he enjoys outdoor pursuits, including water skiing. Welcome to Australia!

Computerworld Focus would like to welcome **EILEEN HARTNETT** to the staff as Administrative Assistant. For the past several years Eileen has worked as an Administrative Assistant for the Union Warren Savings Bank. When not assisting the Focus staff, Eileen enjoys scuba diving (seasonal), writing short stories, and weekends. Best wishes in your new position!

# Anniversaries

## One-Year Anniversaries

Susan Curtis, PCW
Patricia Faherty, CWCI
Kristen Johnson, CWCI
Libby Levinson, IDC
Chip McMaster, CWC/P
Martha Stewart, CWCI
Tim Walsh, CWC/P
Gary Widlund, PCW

### Two-Year Anniversaries

Keith Johnson, CWC/P
Leslie Miller, CWCI
Mary Rinaldo, CWCI
Gail Rizzo, CWCI

### Three-Year Anniversaries

Tim Caffrey, IDC
Charlotte Donaldson, CWCI
Mare-Anne Jarvela, CWC/P
Cynthia Lanciloti, IDC
Carl Marchi, CWCI
Glenn Rifkin, CWCI
Rosalyn Scribner, CWC/P

### Four-Year Anniversaries

Patricia Donovan, IDC
Dave Rowell, CWC/P

### Five-Year Anniversaries

Joanne Boiardi, CWCI
Bonnie Welsh, CWC/P
Amy Beth Zelermyer, CWCI

### Six-Year Anniversary

Kim Pennett, CWCI

# Fitness Focus

## Be a Health-Wise Consumer

With today's rising health care costs, it is important to all of us to learn how to best use health care services. You wouldn't buy a new car without "shopping around" for the best buy, from the best dealer, giving you the best warranty. The same process should be used when it comes to the most valuable commodity you have - YOU!!

The "key" to becoming a health-wise consumer is you. The more you know about your own health and that of your family, the better your choices will be in knowing when to call a doctor, when to use emergency rooms, are lab tests necessary, when surgery is necessary, and ways to increase your chances of staying healthy.

Over the next several months we will be covering these topics and other related subjects. If there is a particular area on which you would like to get more information, or a question you want answered, drop a line to:

MEDICAL MEDIA
IDG Update
International Data Group, Inc.
5 Speen Street
Framingham, MA 01701

. . . or by electronic mail to IDG.UPDATE.

# Classified

### MECHANICAL ARTIST

CWCI's Marketing Services/Sales Promotion Department is seeking a Mechanical Artist who will be responsible for the production of mechanicals for ads and sales promotion materials produced by the Sales Promotion Department. Duties and responsibilities will include: preparing mechanicals for ads and collateral materials; spec type; preparing layouts and compositions and making stats. In addition, the person will locate free-lance art suppliers, assist the Art Director as required, and perform other miscellaneous duties as they arise. The ideal candidate should have above average mechanical ability, and an understanding of printing procedures and technical drawing; thorough knowledge of type design; and three to four years of mechanical/paste-up experience, preferably at an advertising agency or with an in-house agency. Some design background preferred. Educational requirements: a college degree or equivalent. If you are interested, please contact Liz Johnson-Morris, Sales Promotion Director, CWCI, at (617) 879-0700.

ADMINISTRATIVE ASSISTANT

InfoWorld has an opening for an Administrative Assistant, to report to the Production Director. Excellent office and organizational skills are required. Also required is a strong financial (budget-oriented) background, and five years of experience. In addition to the customary administrative duties, this position involves coordination of outside vendors' services (including printers), calculating and processing weekly production statistics, and serving as liaison between the Production Director and clients. Contact Cynthia Puig at (415) 328-4602.

SENIOR WRITER

CW Communications is seeking a Senior Writer to be responsible for: proposing, researching, and writing original news and technical and feature stories and for generating stories on assignment from editorial management; and also generate occasional analytical stories based upon original research. You will produce usable news and technical section copy on a weekly basis from original ideas with a minimum of supervision from editorial management. Must meet deadlines established by editorial management and initiate story ideas for own follow-up or for assignment to other staff members. You will cover conferences, trade shows and meetings on assignment from editorial management; conduct telephone and personal interviews with computer industry figures and data processing executives on a wide range of subjects of interest to the Computerworld target reader; generate in-depth analysis pieces requiring original research on an occasional basis; assume special reporting assignments and/or special projects from editorial management; spot industry trends and report on them with a minimum of direction; and perform other job-related duties as required. Requirements: a minimum of two years of professional journalism experience and an additional year covering the computer industry; demonstrated writing ability with fast, accurate production and little or no requirement for rewriting on copy produced; proven reporting skills with ability to establish contacts within the computer industry; find news leads; and uncover and analyze trends. Contact Cheryl Tynan, CW Communications, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

FOR SALE

1977 Oldsmobile Cutlass Wagon, full power. AM/FM/cassette, radio. Many new parts, including tires. Florida car - very little rust. $1,300. Call Jeff at (617) 924-5811, and leave a message.

CELTICS TICKETS WANTED

Anyone who has Celtics tickets for any Boston game that they are not planning to use, please call Leslie Miller of CWCI's MIS department, (617) 879-0700, x452. I would love to purchase the tickets to a few games!

USED BABY FURNITURE/EXCELLENT CONDITION

Marlene Stibal of CW Communications has for sale, at 1/2 price: a Laura Lynn crib for $75; plastic covered calico print mattress for $20; calico playpen for $20; waterproof pad and mattress cover for $4 each; a Child Guidance busy box for $5; and a Sesame Street musical mobile for $8. All the above-mentioned furniture was used by a non-abusive "almost two" year-old, therefore it is in mint condition. If you are interested in purchasing any of the above, contact Marlene Stibal at home, 547-5213; or at CW Communications, (617) 879-0700, x403.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: ____________________

Company: ____________________

Telephone: ____________________

Text: ____________________

____________________

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IDG

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
John Rudsit
Rick Buroni
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
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# IDG UPDATE

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Volume 16, Number 7 February 17, 1986

# CWCI Microcomputer Publications Outpace The Market

Advertising revenue in microcomputer publications declined 2% between 1984 and 1985, according to C Systems, Ltd., a leading advertising tracking service.

However, of CWCI's seven microcomputer magazines, six showed gains in advertising revenue from 1984 to 1985. In fact, six of the top eleven publications in advertising gains were members of the CWCI family. Leading the list was Macworld, with a 367% gain in advertising in 1985 over 1984. Next on the list was RUN magazine, with a 72% gain; then HOT CoCo, with a 23% gain; followed by inCider, with a 14% gain; PC World had an 11% gain; and InfoWorld had an 8% gain in advertising.

Congratulations to the publishers of these magazines for outperforming their market so effectively!

CW COMMUNICATIONS/INC.

# IDC Holds Annual Sales Meeting

IDC held its Annual Sales and Marketing Meeting on February 3-5, 1986 at the Sheraton Tara Hotel in Framingham, Massachusetts. Among the events of the week, Program Directors for IDC outlined the context of their products and services. **PETER ROWELL** opened the meeting on

*Continued on Page 3*

# Spotlight

## CW Australia's Production Team

Production Manager for Computerworld Australia is **MAX JAEGER**, who has been with the company for seven years. Born in a picturesque part of Germany near Lake Constance, Max set out for Australia in 1972. He has been back to Germany several times since then, always via Colorado, where most of his relatives now live. Crazy about soccer, Max doesn't just follow it from an armchair, but actually plays.

CW/Australia's Production team: Standing (left to right) are TERRY LEE, MATTHEW ROOTS, MAX JAEGER, IRIS CLENCH, BILL CRUMP & SEPPI HEBER. Seated are GLENDA JAEGER & LISA ROMANO.

The Production Supervisor, and a friend of Max's since their days in Germany, is **SEPPI** (short for Franz Josef) **HEBER**. PC World is his main responsibility. Seppi is another keen soccer player.

In the Typesetting Department are: **IRIS CLENCH**, a Londoner, whose previous occupation was importing watches and pearls; and **TERRY LEE**, who came to Australia from Hong Kong via a stint working in London. Terry enjoys tennis, snooker, and cooking. Helping out more often than not on a casual basis is Max's Typesetter wife, **GLENDA JAEGER**, who has been with the company for 6-1/2 years. Glenda comes from Queensland, Australia's tropical "Deep North" (yes, "north" -- everything Down Under is upside down!).

Keeping an eagle eye on the accuracy of what these two departments handle, and quite often earning praise, is **JIM CLOUTTE**, sometime scholar and pedagogue, who was for five years a proof reader with the John Fairfax organization, which publishes Sydney's main morning newspaper.

Who turns all this into finished pages? -- the assembly artists: **LISA ROMANO** specializes in the glossy magazine, Macworld. She is an accomplished MAC artist and blinds with science about things like cyan blue and overlays. Then there is the lofty **MATTHEW ROOTS**; and last, but not least, Irishman **BILL CRUMP**, who does the camera work.

Computerworld
australia

# More News...

## Sales Meeting

From Page 1

February 3 with a review of 1985. He covered objectives for 1986, as well as IDC's longer-term strategies.

**JOE LEVY** and **NINA RICCI** presented a talk on the Corporate Marketing Services, and other talks were given by many of IDC's domestic employees.

In addition to the domestic attendees, IDC was represented by over eleven countries, including **SAIMAN HUI** and **DANNY LAM** of IDC Asia, **LEN RUST** of IDC Australia, and **PHILIP DEMARCILLAC** of IDC's European Research Center, as well as the attendees of IDC's European and Pacific Region-based countries, just to name a few.

# Promotions

In recognition of his contributions to the CW International Marketing effort, **FRANK CUTITTA** has been promoted to Managing Director of CW International Marketing Services as of January, 1986. Frank most recently has been National Sales Manager for CW/IMS, having joined CWCI in 1984 as Eastern Regional Sales Manager. Frank has moved from the Natick sales office to the Framingham headquarters. He is overseeing all U.S.-centralized advertising and marketing for the company's international publications. Hearty congratulations to Frank on his promotion!

Micro Marketworld congratulates **SUSAN DOVI** on her promotion to National Advertising Supervisor. Working closely with the Editorial, Billing, Credit, and Production Departments, Susan is now in charge of Micro Marketworld's advertising function. She joined Micro Marketworld in February, 1984 as a Department Assistant, and soon became the Advertising Coordinator. Sue has also held several positons in the Circulation Department, beginning her career with CWCI in September, 1978.

Helping the department handle its many tasks is **ANNE MORRISSEY**, who has been promoted to Advertising Coordinator. As Department Assistant Anne coordinated various projects, including reader service, since she joined Micro Marketworld in February, 1985. In this new position her involvement in MMW issue processing concerns will be greatly increased.

Good luck to the MMW advertising team!

# Etcetera

In the November 18, 1985 issue, IDG Update reported on The Folio: 400. Regretfully, we failed to mention that 80 Micro magazine, published by CW Communications in Peterborough, New Hampshire, was listed in 362nd rank in The Folio: 400. Although it is found among the last 50 of the 400's listing, this difficult and hard-earned accomplishment of being in the company of its cousins, Computerworld, PC World, and InfoWorld, is indeed an honor. Our apologies for the oversight. Keep up the good work, CWC/P!

# Anniversaries

One-Year Anniversaries

Martha Keaveney, CWCI
Anne Morrissey-Brown, CWCI
Elton Pereira, CWCI

Two-Year Anniversaries

Deborah Fickling, CWCI
Robert Gerches, CWCI
Vickie Harding, IDG
Wes Nihei, PCW
Michele Paradis, CWC/P
Ed Warner, CWCI
Stephen Zamierowski, IDC

Three-Year Anniversary

Deborah Walsh, CWC/P

Five-Year Anniversary

Charlene Beaulieu, CWC/P

Six-Year Anniversary

Steven Sieck, LR

Seven-Year Anniversaries

Alice Coronella, CWCI
Piergiorgio Saluti, CWC/P

Eight-Year Anniversary

Mary Upton, IDC

Nine-Year Anniversary

Susan Slater, IDC

Ten-Year Anniversary

Rainer Oberlnder, CW/Germany

Thirteen-Year Anniversary

Lois Green, IDC

# Fitness Focus

## Test Your Nutrition I.Q.

What you don't know about good eating may be dangerous to your health!

Q: How many teaspoons of sugar are in each 12-ounce bottle of Pepsi?

___2 ___4 ___6 ___10

A: 10 teaspoons. Drinking a bottle of soda is like drinking artificially flavored seltzer water with 10 teaspoons of sugar dissolved in it. In fact, soda is the largest single source of sugar in one's diet. We get ten times more sugar from soda than from candy.

Q: Which of these foods in the typical fast food meal contains the most sodium?

___Cheeseburger ___Milkshake

___Apple Pie ___French Fries

A: Believe it or not, the cheeseburger has seven times the sodium of the French fries! Even the vanilla shake and apple pie are shockers: they contain two and four times as much sodium as the fries, respectively.

Q: Which of these two foods contains more fat than calories?

___A Slice of Cheesecake

___A Triple Cheeseburger

A: Cheesecake is not a low-fat food. But at 240 calories, of which 60% is fat, the cheesecake pales next to the triple cheeseburger. The triple cheeseburger weighs in at 1,040 calories, with about the same percentage of fat as the dessert.

Q: True of False? Carob candy bars sold in health food stores are much more nutritious than regular milk chocolate bars.

A: False. Both candies are loaded with saturated fat, the kind of fat that increases the risk of developing heart disease. In a chocolate bar, the fat comes from the ingredient cocoa butter. In the carob bar, the fat is hidden in palm oil. Granted, the chocolate bar does contain caffeine. But the amount, 6 milligrams, is only 1/20th the amount of caffeine in a cup of coffee.

As you can see, what you don't know may be dangerous to your health!

IDG UPDATE

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**ASSISTANT EDITORS**
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Vickie Harding
Lisa Morse
**DISTRIBUTION**
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# Classified

INDUSTRY UPDATE EDITOR

Network World, CWCI's new user-oriented communications newspaper that will combine news coverage with feature articles, is looking for an Industry Update Editor, responsible for organizing the weekly Industry Update section and covering communications companies. This person will provide all stories and feature items for the Industry Update section, from writing the news to feature stories, as well as maintain close contacts with industry sources. Three years of professional journalism experience and two years of communications/computer journalism experience are required. If you are interested, please contact Bruce Hoard at Network World, 375 Cochituate Road, Framingham, MA 01701.

INFORMATIONAL GRAPHICS DESIGNER

Network World is seeking an Informational Graphics Designer. Responsibilities include: creating maps, charts, and informational graphics; specifying type and color; and other duties as required. The ideal candidate will have enthusiasm for learning communications technology, the ability to research and verify information, and the ability to work independently and with writers and editors. Three to five years experience is necessary, with an art school background preferred. If you are interested, please contact Diane Gronberg, Network World, 375 Cochituate Road, Framingham, MA 01701.

THREE-MONTH RENTAL IN NAHANT

Spend the spring in Nahant. Two-bedrooms, fully furnished, on the water. Immediate occupancy as of March 1. $650 per month. Utilities paid. Available March to June. Call Pete, at 247-2608.

WANTED TO BUY

Exercise bicycle and love seat or twin hide-a-bed wanted. Contact Steven Zamierowski at IDC, (617) 872-8200, x346.

**QUALITY**

A half century ago William A. Foster said "quality is never an accident. It is always the result of high intention, sincere effort, intelligent direction, and skillful execution. It represents a wise choice of many alternatives, the cumulative experience of many masters of craftsmanship. Quality also marks the search for an idea after necessity has been satisfied and mere usefulness achieved."

Courtesy of John Fulton, Editor, The Carrier, Fulton, Virginia.

# What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of persons like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________________
________________________________________

ADDRESS: ____________________
________________________________________

YOUR NAME: ____________________

PHONE #: ____________________

DESCRIPTION: ____________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________
________________________________________

SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

DO YOU HAVE AN ANNIVERSARY COMING UP? If you would like to be sure your are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

IS THERE A NEW FACE on your team? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

?

HAVE YOU HAD A RECENT SUCCESS? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

## What's New . . . What's New . . . What's New

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Volume 16, Number 8 February 24, 1986

## Computerworld News Service Makes TV Debut

The Computerworld News Service was successfully demonstrated on live television by **SUSAN BLAKENEY** on February 5th. "The Computer Show," which airs on UHF channel 48 in San Jose, California, is a weekly, hour-long show with 40,000 viewers. Susan was interviewed, and she demonstrated the Computerworld News Service and fielded phone-in questions from TV viewers at home.

Susan will be taking her show on the road again in March, when she will demonstrate the Computerworld News Service in six major cities of the United States during the upcoming IDC Briefing Sessions.

Congratulations, Susan, and best wishes for continued success of the Computerworld News Service.

CW COMMUNICATIONS/INC.

## CWCI's Matching Contribution Program Breaks Record

CWCI headquarters in Framingham is pleased to announce that the total amount for the Matching Contribution Committee Program in 1985 has broken all previous records. The grand total for 1985 was $20,675.20, surpassing 1984's grand total of $12,278.85 by over $8,000!

Special thanks to all CWCI, IDG, and IDC employees for their generous contributions to good causes. We encourage everyone to continue supporting this successful program in 1986.

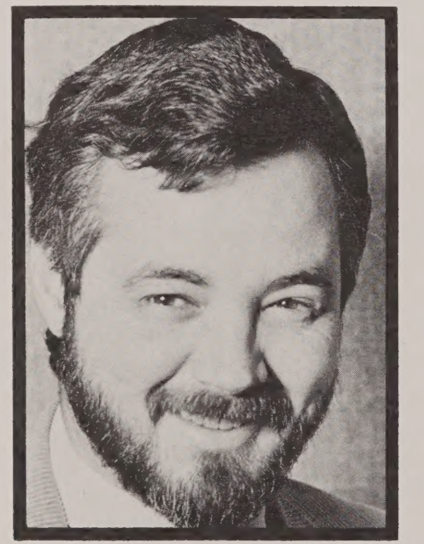
## CWCI Headquarters' New Post Office Box

Due to CW Communications' high volume of incoming mail, which is processed through the Framingham Post Office, they are now required to change their post office box number from 880 to 9171. This new box number will be added to the present zip code, thus contributing to the post office zip code plus four-digit program. This new procedure will enable the Framingham

Continued on Page 4

# CW/Australia
## Editorial & Production

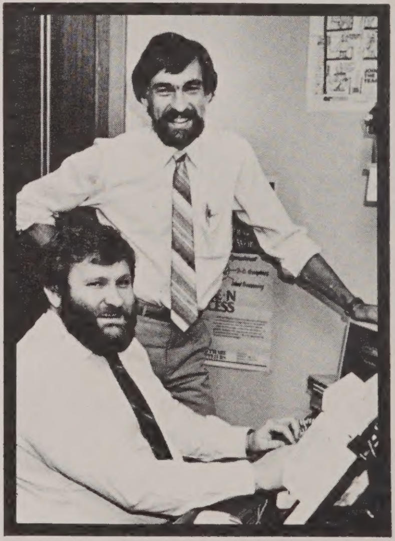
**NEVILLE ANGOVE**, who joined the company two years ago as Technical Editor of Australian Micro Computerworld, is now Editor of Australian Macworld. Neville previously worked for the Australian government. Besides his knowledge of Macintosh computers, he has a degree in psychology.



Neville Angove

New Zealander **PETER SCOTT** is Editor of Computerworld Australia. He has a degree in mathematics, but decided not to follow the data processing career path. After playing at being an engineer in a pulp and paper mill, he gravitated to publishing and has been with CW/Australia for just over three years. His hobbies are tennis and watching his children of five and seven years clean him up at computer games.

**PAUL ZUCKER**, Editor of Australian PC World, is a newcomer, with four issues of the publication under his belt. He has a background in electronics, which was his entree into computers. Paul is quite a raconteur and mad on gadgets, some of which he gives as presents. His masterpiece to date is what he calls "an eight-level toilet roll holder," too complex to describe, but definitely a trailblazing concept.



Standing: Peter Scott. Seated: Paul Zucker.

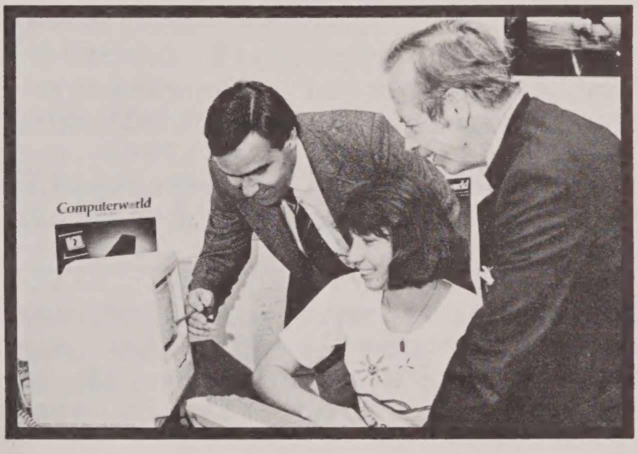
All the words produced for all CW/Australia's publications go through the department run by **MIKE HARRISON**, Group Production Editor, who is in charge of layout, copy editing, and general editorial. His hobby is military modeling (he has a collection of over 2,000 vehicles and figures, all of which he made himself). He has 30 years of experience in Britain and Australia, and is a fourth-generation journalist.

Mike Harrison

**STEVE IRELAND**, an Associate Editor, started his career with a Degree in Physics from the University of Sydney, and he then became an Analyst/Programmer for a company which shipped overseas containers. In what spare time he has, Steve enjoys everything to do with business, traveling, chess, and short stories, both reading and writing.

**NARELLE HOOPER**, another Associate Editor, is straight from the general newspaper world. After a three-year B.A. Degree Course in Journalism in Canberra, she spend four years with the Illawarra Mercury, the daily paper serving the NSW industrial center of Wollongong. During her training she received two awards: one in 1981 for most promising journalism graduate, and another in 1982 from the South Coast Branch of the Australian Journalist's Association for cadet of the year.

**NOEL BENNETT** is Editor of Communications World, which is presently a quarterly inside Computerworld Australia, but is due to go out on its own this year. Noel has a long history of writing about computers, telecommunications, and general journalism. He enjoys bushwalking, black and white photography, and writing. He sums up his attitude to life with a Bob Dylan quote: "I was so much older then, I'm so much younger now."



Left to right: Steve Ireland, Narelle Hooper, Noel Bennett.

**MARY ROOT** is CW Australia's Manager of Marketing Services. Her role, which she took up in April 1985, is to support and develop the various divisions of the company with advertising, promotion, publicity, and market research. Her most recent project is to put together a series of market briefs aimed at clients and advertisers. A keen traveler, Mary also enjoys a variety of sports, theater, and opera.

*Continued*

Mary Root

Another member of the advertising team is **GAYLE MCELROY.** Gayle joined in May, 1985 and has experience in advertising sales and conference and seminar organization. Gayle is 24, single, and enjoys surfing, sailing, and swimming. On winter weekends you will find her attempting a graceful descent of the slopes of Australia's snow resorts.

Heading the Advertising Department is **SUSAN TAYLOR.** Susan joined Computerworld in July, 1979 as Advertising Coordinator. In May, 1985 she was appointed National Advertising Manager of CW Australia. In this role she is responsible for both display and classified advertising, and is head of the ebullient advertising team. Susan holds a Bachelor of Arts Degree and a Diploma in Education, and she previously taught English and communications.

**PAT BLACKMAN** has been with Computerworld for three-and-a-half years as Classified Sales Executive of Computerworld Australia. She is married, has two sons and, with her husband, Doug, she likes to travel and take advantage of the fine Aussie weather and cuisine.

A new addition to the advertising team is **STEVEN HEDGE.** Steven has just recently joined the Computerworld advertising team as Advertising Executive of Computerworld Australia.

**Seated: Susan Taylor. Standing from left: Pat Blackman, Michelle Todd, Faye Fisher, Gayle McElroy and Steven Hedge.**

# More News...

*From Page 1*

Post Office to speed the sorting and delivery process to CWCI. The post office would like CWCI to conform to this new procedure as soon as possible. Their new address will be as follows:

CW Communications, Inc.
375 Cochituate Road
P.O. Box 9171
Framingham, MA 01701-9171

# People

Congratulations to **TED BLOOM**, Corporate Controller of IDG, and his wife, Barbara, on the birth of their daughter, Jill. Jill was born on February 11, 1986, weighing in at a hearty 9 lbs. and measuring 19-3/4 inches. The proud parents and the newest member of the Bloom family are all doing well.

# Promotions

Several appointments and promotions have been made recently by Computerworld Australia and its associated publications.

**CHESS WADE** has been promoted to Editor of Australian Macworld following the resignation of the Founding Editor, Neville Angove, who will continue to write for the magazine. Chess joined Computerworld in August, 1984 and soon after was appointed Assistant Editor of Australian Micro Computerworld. In January of last year he became Associate Editor of Macworld, based in Melbourne. Before joining the company he was a journalist with a computer trade magazine, and wrote a weekly column on home computing for a Sunday newspaper. Congratulations on your well deserved promotion, Chess!

**MIKE HARRISON** has been promoted from Group Production Editor to Manager of the newly created features department at Computerworld Australia. At present the department is mainly involved in preparing weekly special reports for Computerworld Australia, but it is envisaged that eventually the department will provide a general features service for all the company's publications. Mike joined the company more than five years ago as a Sub-Editor (Copy Editor), working one day a week. As the company and its range of publications grew, he became responsible for the copy editing and layout of all the Sydney-based newspapers and some of the periodicals. Last year he also took on the role of Printing Manager, a position which he will continue to fulfill.

Following Mike's appointment, **DAVID BLACKBURN**, who joined CW/Australia last May as Sub-Editor, was promoted to Acting Production Editor. He became Assistant Production Editor at the beginning of this year. Congratulations, David!

# Transfers

The CWCI mailroom staff would like to welcome **PAUL BONARRIGO** to their team. Paul has recently joined CWCI as Mailroom Clerk. He comes to CWCI from IDC in Framingham, where he worked as Mailroom Clerk for one year. Paul has been a resident of Wayland for eleven years, and he enjoys all types of sports. Let's all give a hearty welcome to Paul!

# New Employees

The Computerworld News Service would like to announce three new employees: **YASUKO YOSHIMI** in Tokyo, **LINDA LEWIS** in Paris, and **KATHLEEN CARNEY** in Framingham, Massachusetts. Yoshimi and Linda are Editorial Assistants to the respective Computerworld News Service Bureau

Chiefs in those offices. Kathleen Carney, at CWCI headquarters, will be the Circulation Coordinator for the newly-launched Computerworld News Service. Welcome aboard to the three new members of this growing team!

IDC is pleased to announce the appointment of **FRANCES KENNEDY** to the position of Account Executive within the Northeast Region. Fran will be working out of the Framingham headquarters, covering New Hampshire, Connecticut, Vermont, Maine, and Rhode Island. She joins IDC from Travis Datatrak, Inc., a company that sells microcomputer marketing systems for companies employing direct salespeople. Please join us in wishing Fran much success in her new position!

The IDC mailroom staff is pleased to welcome two new people to their Mailroom Center.

The first is **DIANA LYNCH,** who is employed as Mailroom Clerk. Diana comes to IDC from the Framingham Post Office, where she worked part-time. Prior to that she worked as a waitress at Al's Home Plate in Natick. Her hobbies include gambling and bowling.

The second new member of IDC's mailroom staff is **JOE KELLEY.** Joe also works as Mailroom Clerk and comes from Zayre in Framingham, where he worked as a mailroom clerk for four months. Joe lives in Framingham, and his hobbies include basketball, football, and going to the movies.

Please join us in welcoming Diana and Joe to IDC!

**PETER NOLAN** has joined Australian PC World as Associate Editor. Peter, a South Australian, started his working career as an engineer, and later established his own contract engineering business. This led to his introduction to computers and eventually to the establishment of his very successful software writing business. Late in 1984 he sold the business and spent some months traveling about Australia with his new wife, Roslyn. Apart from playing with the internals of PCs, his interests include programming and skiing.

# Anniversaries

## One-Year Anniversaries

Laurie Flynn, IFW
Joanne Gillis, PCW
Robert Kanes, IFW
Karol Lange, CWCI
Kelly Shea, CWCI
Susan Tricca, CWCI

## Two-Year Anniversaries

Keith Johnson, CWC/P
Pamela Powers, IDC

## Three-Year Anniversaries

Eric Bender, CWCI
Jean Broderick, CWCI
Gayle Gonthier, IDG

## Five-Year Anniversary

Elsie Mercury, CWCI

## Seven-Year Anniversary

Donovan White, CWCI

## Fourteen-Year Anniversary

Joseph Levy, IDC

# Consider This

|  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | ■ | 4 | 5 | 6 | 7 | 8 | ■ | 9 | 10 | 11 |
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| 49 |  |  | ■ | 50 |  |  |  |  | ■ | 51 |  |  |

## E-Z Crossword

ACROSS

1. Car for hire
4. Marsh
9. That girl
12. Fruit drink
13. Striped feline
14. Cattle provision
15. Silent assent
16. Lyric poem
17. Make joyful
19. Eat in style
21. Extra tires
22. Make amends (for)
24. -- well, aerosol can directions
25. Small city
26. Water's edge
27. Take place
29. Possess
30. Table dish
31. Family
32. Letter addition: abbr.
33. Moves up and down, as wings
34. Transmit; dispatch
35. Small blackboard
36. Garden essentials
37. Reimburses
39. Read through quickly
40. Speak pompously
41. Exclamation
42. Have a snack
45. Adult male
46. Measuring stick
48. Health resort
49. Donkey
50. Digging tool
51. Five and five

DOWN

1. Is able to
2. Fuss; trouble
3. Prepare to sleep: 2 words
4. Marble or quartz
5. Broad
6. Years since birth
7. Myself
8. Make ready
9. Divide equally (with)
10. Detest
11. Sight organs
18. Erie or Huron
20. Traveler's stop
21. Scoring attempts, as in basketball
22. At the summit
23. Pulls or drags
24. In —, physically fit
26. Bed supports
27. Tie together
28. Extremities
30. Team members
31. Sharpest
33. Low-heeled shoe
34. Ocean
35. Reaches across
36. Frighten
37. Italy's capital, to a native
38. Historic periods
39. Small outbuilding
41. Dixie State: abbr.
43. Gorilla
44. Sunbather's skin color
47. Elevator direction

Be sure to look for next week's IDG Update where we will feature the answers to the puzzle.

# Classified

RECEPTIONIST

InfoWorld has an opening for a Receptionist, with employment commencing on February 24, 1986, in the Menlo Park office. Duties include answering and routing all incoming phone calls, greeting and logging in visitors, and scheduling conference rooms. Responsibilities for the Rolm telephone system include maintenance, records maintenance, and telephone training. This position includes occasional light clerical duties. Rolm experience is desired, and two years of experience as a receptionist with heavy phone traffic is required. If you are interested please contact Marcia Mason at InfoWorld, (415) 328-4602.

ADVERTISING SALES REPRESENTATIVE

InfoWorld is also seeking an Advertising Sales Representative based in Orange County. This regional manager will be responsible for all display and mail order advertising sales in his or her territory, consisting of Orange County, California; San Diego, California; New Mexico; and southern Nevada. Three to five years of advertising sales experience required. Hi-tech experience is preferred. If you are interested please contact Roy Kops at InfoWorld, (415) 328-4602.

SALES SECRETARY/ASSISTANT

CWCI's Natick sales office has an opening for a Sales Secretary/Assistant. The position reports to the Regional Manager for Micro Marketworld. Responsibilities include: correspondence for regional manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other clerical duties as needed. The position requires telephone contact with clients, thus strong verbal skills and a good telephone manner are essential. The successful applicant must be organized, flexible, and be able to function with a minimum of supervision. To apply call Liz Massengill at (617) 879-0700, x445.

WEST COAST SALES MANAGER/INTERNATIONAL MARKETING DIVISION

CWCI has an opening for a West Coast Sales Manager for its International Marketing Services Division (IMS). IMS is the U.S.-based sales and services arm for the corporation's 57 foreign computer publications published in over 25 countries. Your primary responsibilities will be selling new accounts in the designated territory and servicing existing advertisers. To qualify you should have a strong background in ad sales, preferably within the computer industry, and ideally in a multiple-magazine setting; the knowledge of, or deep interest in, international business marketing; and experience in communicating with foreign contacts through telex or electronic mail. It is very important that you have the ability to travel on a domestic, and occasionally foreign, basis. The ideal candidate should be result-oriented and work well independently. Qualified candidates should send a resume with salary history to Frank Cutitta, Managing Director, International Marketing Services, P.O. Box 9171, Framingham, MA 01701-9171. No telephone calls, please.

SWITCHBOARD/RECEPTIONIST

CWCI is looking for an energetic individual to handle a very busy ROLM PBX servicing 275 employees. Other duties include receiving visitors. This position is permanent and full-time, five days a week, from 9:00 to 5:30. To qualify you must have excellent diction and a pleasant telephone manner. Previous console experience is a plus. The ability to be flexible is a must. To apply please call Mary Rinaldo at (617) 879-0700.

ADMINISTRATIVE ASSISTANT

InfoWorld has an immediate opening in its Editorial Department for an Administrative Assistant. The job candidate must have excellent organizational skills and must exercise flexibility and independence. Five years experience, word processing, and 55 wpm typing speed are required. Contact Jonathan Sacks at (415) 328-4602, x210.

TELEMARKETING/CLASSIFIED SALES

CWCI is launching Network World, a new user-oriented communications newspaper that will combine news coverage with feature articles. Currently they are in need of two Classified Salespeople. If chosen, you will be responsible for generating classified recruitment advertising within the designated territory assigned to you. To qualify you should have at least one year of experience in high-tech "recruitment," specifically within telemarketing/sales; excellent communications skills; and a feel for the communications industry as a whole. Qualified candidates should send their resume with salary history to Pam Valentinas, Network World, P.O. Box 9171, Framingham, MA 01701-9171. No telephone calls, please.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

WANTED TO RENT

House on Martha's Vineyard with enough bedrooms to accommodate 15-20 people, and enough space to hold a reception for 35-40 people. If you know of such a place that is available for a Thursday to Monday weekend in May (preferably Memorial Day weekend), please contact Carol Powers at IDC, (617) 872-8200, x258.

CAR FOR SALE

1978 Datsun 510 for sale. Runs well. New tires. $1,200 or best offer. Contact Mike Casaceli at home, (617) 852-6416; or at IDC, (617) 872-8200, x320.

ROOMMATE WANTED

Professional, responsible roommate to share nice apartment in complex. Two bedrooms, pool, no pets. $287.50, plus heat. Call Carol at (617) 875-6986, after 6:00 p.m.

## CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ____________________

Company: ____________________

Telephone #: ____________________

Item: ____________________

Description: ____________________

______________________________

______________________________

______________________________

______________________________

______________________________

Price: ____________________

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 16, Number 9 March 3, 1986

## CWCI Forms Joint Venture With Hungary

In a landmark publishing venture, CW Communications has joined with a Hungarian firm to publish a new biweekly tabloid computer newspaper entitled Szt Computerworld. This is the first time since World War II that a United States company has linked up with an Eastern European organization. This cooperative effort will aid the flow of computer-related information between the two sides.

Board of Directors of Computerworld Informatika Company meet in Budapest to authorize initiation operations of the company, and approval of the start of Szt Computerworld as a twice-monthly newspaper, and Microvilog as a microcomputer monthly. Left to right are: IDG Chairman Pat McGovern; CWCI VP-Southern Europe Axel Leblois; Tamas Turray, Executive Director, Lapkiado Vallalat; and Noburt Siklosi, General Manager of Lapkiado Vallalat.

CWCI President **WALTER BOYD** stated that the first issue to be published by the newly formed company, Informatika Kft., will be out in June, and will be dedicated to Hungarian management information systems professionals.

*Continued on Page 4*

## IDC's Outstanding Achievers Receive Awards

Congratulations to the following IDC employees who were recipients of awards at the IDC Sales Meeting dinner held at the Sheraton Tara Hotel in Framingham on February 4th.

**ERIC HARGESHEIMER**, Managing Director of IDC Deutschland, was presented the Chairman's Cup Award for 1985. IDC Deutschland's revenue realized a growth of over 50%, and the operations became #1 in the vendor community in Germany. Eric is on a "fast drive" now that he has captured the golden crown after winning last year's "Most Improved IDC Operations" award.

*Continued on Page 5*

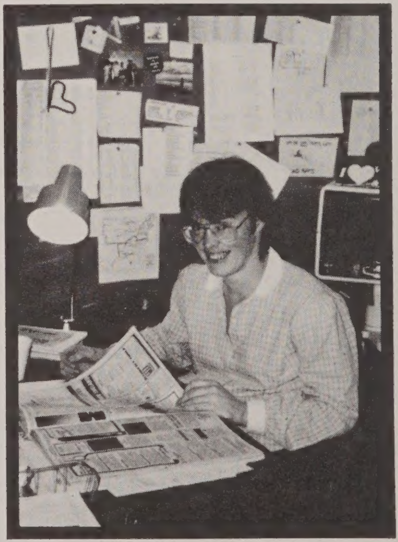
# Spotlight

# CWCI Classified Advertising

**CINDY DELANY** has been with CWCI for six years, and was originally with the International Marketing Department. Joining Classified in 1981 as an ad taker, she went on to be the Coordinator for Recruitment Advertising, then Supervisor of the Department. In February, 1984 she assumed the role of Operations Manager of Classified Advertising. In her role as manager Cindy oversees the flow of work within the department, acts as liaison between salespersons, clients, agencies and in-house production, estimating future page requirements and determining the breakdown of pages. Cindy is also responsible for writing, rewriting, analyzing, sorting, and creating reports requested for various departments. Cindy enjoys all forms of embroidery and reading, and is a closet artist.

Cindy Delany

**BARBARA HILL** joined CWCI in April, 1981 as part of CW's Classified Telephone Sales Force. Six months later, her responsibilities became customer service related, which included serving the needs of the Buy-Sell-Swap clients and agencies. In 1979 Barbara earned her B.A. in English at Worcester State College after completing her Associate in Business Journalism at Becker Junior College. In her spare time Barbara works out at Richard Simmons. Recently she took a Chinese cooking course at Night Life (even her husband enjoys the many different recipes!). In October Barbara and her husband, Dave, will be celebrating their fifth wedding anniversary.



Barbara Hill

**MAUREEN SULLIVAN-FALZONE** joined CW in July, 1981 as Secretary for the Classified Department. After one and one-half years she became Production

Assistant, working under the close scrutiny of Colleen Westcott, who taught her the ins and outs of paste-up and typesetting. In her spare time Maureen writes.

Maureen Sullivan-Falzone

Colleen Westcott

**COLLEEN WESTCOTT** is the Production Supervisor, and has been with CWCI for five years. Colleen is responsible for the finishing touches on advertisements. She makes sure that each and every camera ready ad conforms to Computerworld standards. With her sharp eye for detail and continuity, she also has the noble task of fitting copy into space as requested by agencies reaching for the sky. In addition to her responsibilities as Production Supervisor, she is backup to the department manager. When not at her desk, Colleen can be seen hovering over the paste-up table, pasting up the many projects handed her and needed at a moment's notice. In her free time Colleen enjoys photography, softball, football, and skating.

**JAY NOVACK** has been with Classified Advertising since August, 1983. He started with CWCI in the sales force and worked his way up the classified ladder. With his professional manner and good looks, in less than one year he moved into the position of Recruitment Coordinator. In addition to laying out the recruitment section each week, Jay can usually be seen running between Production and Classified making sure that all the ads are getting pasted up correctly.

Jay Novack

Jay's responsibilities include contacting each client/agency to verify rates, sizes, and insertion dates. He must also stay on top of all aspects of Computerworld in order to keep his customers informed and updated. In Jay's spare time he enjoys organizing/playing basketball and volleyball. He also enjoys cross country skiing and reading.

**Lisa Whittemore**

**LISA WHITTEMORE** is the Customer Service Representative for the Classified Department. Lisa joined CWCI in November, 1984. Besides her continuous smile and happy attitude, her responsibilities include giving information to customers, taking ads over the phone and through the mail, typesetting, and final proofing before shipment. As a necessity, Lisa must also be prepared to deal with any situation that comes up while she is on the phone, and she also works as a backup for all department members when needed. In her spare time she enjoys getting together with friends, camping, skiing, volleyball, and chocolate.

CW COMMUNICATIONS INC.

# More News...

## Joint Venture

*From Page 1*

Szt Computerworld will be produced by Hungarian journalists in the local language, and will be tied into CW's network of writers and editors. The new company will also take over publication of a Hungarian language edition of Scientific American.

The new magazine is scheduled to have an average of 32 pages, with six pages of advertising and a circulation of 20,000, according to **AXEL LEBLOIS**, CWCI Vice President/Southern Europe,.

The mailing address for Computerworld Informatika Company Ltd. is: P.O. Box 386, Budapest 1536, Hungary.

Directors of Computerworld Informatika Company in Hungary examine electronic production equipment to be used for publishing Szt Computerworld. Left to right are: Jozsef Kecskes, Director of The Statistical Publishing House; Lajos Pesti, Deputy President, The Central Statistical Organization of the Hungarian Government; Dezso Futasz, General Manager of Computerworld Informatika; and IDG Chairman Pat McGovern.

# Press Reception Kicks Off Joint Venture

A press reception featuring a live telephone hookup between Budapest, Hungary and the Cafe Budapest in Boston was held on Thursday, February 13th. The purpose of the reception was to announce CWCI's publishing joint venture with two Hungarian partners, Lapkiado Vallalat, the leading Hungarian magazine publisher; and Statisztikai Kiado Vallalat, the Central Statistical Office publisher in Hungary. The official announcement of the joint venture was made the next day in Budapest, Hungary by IDG/CWCI Chairman **PAT MCGOVERN**.

Over the live phone hookup, Pat reported that not only will the joint venture be publishing a biweekly tabloid newspaper for Hungarian management information systems professionals, called Szt Computerworld, but it will also publish the Hungarian version of Scientific American, the leading Hungarian microcomputer magazine, Mikrovilog, and a newsletter about the computer industry in Hungary. **AXEL LEBLOIS**, Vice President and General Manager, Southern Europe, organized the phone connection from Hungary, and acted as moderator for the group there.

Guests at the cocktail reception included the press, agency media buyers, and computer industry representatives. Entertainment was provided by a pianist and a violinist. A tarot card reader made predictions about the future, including some positive ones about the new joint venture.

**FRANK CUTITTA**, the new CWCI International Marketing Services Director, and several members of his staff were available to speak with guests about CW's international network of publications. Executives from CWCI, IDC, and IDG were also on hand.

# IDC's Achievers

*From Page 1*

**DAVID ROUSE**, Managing Director of IDC Scandinavia, received a special recognition award for "Most Improved IDC International Operations for 1985." IDC Scandinavia went from a 25% loss in sales in 1984 to a 25% margin in 1985, a sales growth of 65% during 1985. David has also played a key role in the establishment of the IDC European Research Center, and in setting up the IDC Finland subsidiary within his territory.

IDC's 1986 Annual Sales Meeting, Sheraton Tara, Framingham, Massachusetts

**CHARLIE GRECO**, Vice President Financial Services, was presented the award for "Outstanding Performance by an IDC U.S. Executive." The Leasing Planning Service was 54% ahead of last year in revenues and, including the additional revenue brought in from overseas clients, the LPS program was 84% ahead of 1984. At the same time, LPS handled hundreds of inquiry services from other programs of IDC, particularly the Information Systems Planning Service for large users to help these other programs. Charlie handled the Financial Industry Planning Service, which ranked #1 in renewals, while LPS had the largest number of new clients to sign on with the service in 1985. Charlie was also responsible for the million dollar Goldman, Sachs & Company contract received during 1985.

**KIM MYHRE**, Director Communications Industry and Office Automation Research (CIR), helped achieve a growth of 31% in revenues for his program for 1985. He was able to enhance his program to capture the highest rating among vendors for report quality and increased service. CIR had the second best renewal rate of any IDC program in the U.S. Kim has done an excellent job of building up the Communications Industry Research program to one of the largest programs in the company.

**TIM CAFFREY**, Director of Strategies for Microcomputers and Office Systems (SMOS), aided his program in growing 27% in revenue, widening its profitability while receiving an excellent rating by its user clients for both quality reports and services; and for moving the program into the field of multivendor integration, thus helping to expand his customer base.

Congratulations to all of the IDC winners, who are deservedly recognized.

# People

**MARION KIBBEE**, Director of International Services at CWCI in Framingham, was a welcome visitor to Computerworld Australia recently. During her stay she attended the monthly managers meeting, and outlined some of the developments in the corporation's worldwide strategy. She was shown the sights of Sydney by Managing Director **ALAN POWER** and General Manager **BARBARA HOWELL**.

# Promotions

Congratulations to **CHARLES BABCOCK**, CWCI's New York Correspondent, who was recently promoted to Senior Editor, Software, effective March 10th. In this capacity he will assume responsibility for CW's software coverage. He will continue to work out of New York for the present time, but will later relocate to Framingham, Massachusetts. Best wishes in your new position!

# Transfers

The staff of Network World is pleased to announce **KAREN WALLACE** as their Advertising Account Coordinator. As Account Coordinator, Karen will be responsible for all account service and production. Karen joined CW Communications in 1983 as a Department Assistant for MMW, then later transferred to Special Focus Publications as Editorial Assistant. Network World is very happy that Karen will now be applying her many skills to our newest publication. Welcome aboard, Karen!

# New Employees

Welcome to **STANLEY GIBSON**, new Senior Writer for Computerworld. Since 1983 Stan has been a free-lance writer specializing in business news and features for publications such as American Banker, The Christian Science Monitor, and Banker and Tradesman. For the past year and a half Stan has produced a weekly "Executive Interview" feature for the Middlesex News, and in the process has interviewed executives at 80 computer companies. Stan will be a great addition to the Computerworld staff. Please welcome him and wish him well in his new position.

# Anniversaries

### One-Year Anniversary

Henry Bannister, IFW
Jane Butterfield, CWC/P

### Two-Year Anniversaries

Thomas Burke, IDC
Doane Perry, IDC
Jane Seamans, CWCI
Laura Valanzola, IDG

### Three-Year Anniversaries

Marjorie Clark, IDC
Brad Dixon, CWC/P
Richard Hengehold, IFW

### Four-Year Anniversary

Mary Ann McAuley, CWCI

### Six-Year Anniversaries

Delia Daniels, IFW
Bruce Hoard, CWCI
Pina Pozzi, IDG

### Eleven-Year Anniversaries

Marion Kibbee, CWCI
Richard Priante, CWCI

# Etcetera

The Framingham, Massachusetts Post Office has requested that IDG change its P.O. box number to conform to new postal regulations. All stationery and other printed pre-addressed items will be accepted for the present time, but please be sure to update your records accordingly for more accurate mail delivery. IDG's new address should read:

IDG
5 Speen Street
P.O. Box 9192
Framingham, MA 01701-9192
U.S.A.

# Consider This

As promised, here is the answer to last week's crossword puzzle.

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| C | A | B | ■ | S | W | A | M | P | ■ | S | H | E |
| A | D | E | ■ | T | I | G | E | R | ■ | H | A | Y |
| N | O | D | ■ | O | D | E | ■ | E | L | A | T | E |
| ■ | ■ | D | I | N | E | ■ | S | P | A | R | E | S |
| A | T | O | N | E | ■ | S | H | A | K | E | ■ | ■ |
| T | O | W | N | ■ | S | H | O | R | E | ■ | B | E |
| O | W | N | ■ | P | L | A | T | E | ■ | K | I | N |
| P | S | ■ | F | L | A | P | S | ■ | S | E | N | D |
| ■ | ■ | S | L | A | T | E | ■ | S | E | E | D | S |
| R | E | P | A | Y | S | ■ | S | C | A | N | ■ | ■ |
| O | R | A | T | E | ■ | A | H | A | ■ | E | A | T |
| M | A | N | ■ | R | U | L | E | R | ■ | S | P | A |
| A | S | S | ■ | S | P | A | D | E | ■ | T | E | N |

# Classified

ACCOUNT MANAGER

Account Manager wanted for CWCI's Sales Department, to be responsible for managing projects on assigned accounts and to produce advertising and sales promotion campaigns and materials, including ads and collateral materials. Duties include: being responsible for client contact, including input and presentation; gathering information as required regarding marketplace and client's position in market; writing sales promotion and advertising copy as required; preparing sales promotion plans, including creative strategies, media plans, and budgets for client approval; supervising execution of approved plans, including copywriting, art, and production using in-house staff or outside suppliers for all ads and collateral materials; and responsibility for budget tracking, meeting deadlines, and other duties as required. One to three years of experience at advertising agency or with client necessary. Writing ability is preferred. College degree or equivalent. To apply, send resume to Liz Johnson, Sales Promotion Director, CWCI, 375 Cochituate Road, P.O. Box 9171, Framingham, MA 01701-9171.

PASTE-UP ARTIST

CWCI is looking for a full-time Paste-Up Artist to work on weekly and bimonthly publications, various small books, and mechanicals. Work must be clean, fast, and accurate. Individual must work well under deadlines. Knowledge of stat camera and experience required. Send resume with salary requirements to: Trish Gaudette, CWCI, Paste-Up Department, P.O. Box 9171, Framingham, MA 01701-9171. No phone calls, please.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

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REVIEW EDITOR

If you are up on the latest products for the Apple II family of computers and have a journalism background, this might be the job for you. inCider magazine is looking for a Review Editor who supervises a staff of reviewers and also scours the marketplace for the most interesting and important products for inCider readers in the areas of personal productivity and education. The job requires writing ability, understanding and use of Apple II computers, and the ability to coordinate and organize well. Please send resume to: inCider, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458.

EDITORIAL ASSISTANT

Computerworld has an opening in its busy Editorial Department for an Editorial Assistant. You will have a variety of responsibilities and will work in its fast paced newsroom under the direction of the Assistant to the Editor. Among the duties are: handling all day-to-day travel and hotel reservations (both domestic and international); handling payments of contributors, expense reports, and bills; writing two weekly computer industry columns; handling correspondence and screening calls for the reporters and editors as well as responding to telephone inquiries from CW readers; assisting the Executive Editor with daily correspondence and travel arrangements; occasional transcription of taped interviews; ordering supplies for the department; learning to operate the telex, panafax, business wire, and copying machines. In short, you will assist with all those necessary and important administrative responsibilities that make the Editorial Department an efficient and enjoyable place to work. To qualify you should be well organized and detail-minded. You should possess good telephone and office skills and be an accurate typist. Send resume to: Parth Domke, Assistant to the Editor, Computerworld, 375 Cochituate Road, P.O. Box 9171, Framingham, MA 01701-9171.

TELEMARKETING/CLASSIFIED SALES

**CWCI is launching Network World, a new user-oriented communications newspaper that will combine news coverage with feature articles. Currently they are in need of two Classified Salespeople. If chosen, you will be responsible for generating classified recruitment advertising within the designated territory assigned to you. To qualify you should have at least one year of experience in high-tech "recruitment," specifically within telemarketing/sales; excellent communications skills; and a feel for the communications industry as a whole. Qualified candidates should send their resume with salary history to Pam Valentinas, Network World, P.O. Box 9171, Framingham, MA 01701-9171. No telephone calls, please.**

FOR SALE

1979 Ford Granada. 59,000 original miles. Excellent condition, no rust. Asking $2,150. Call Carol at (603) 924-9261, x112; or at (603) 525-6634.

WANTED TO RENT

House on Martha's Vineyard with enough bedrooms to accomodate 15-20 people and enough space to hold reception for 35-40 people. If you know of such a place that is available for a Thursday-Monday weekend in May (preferably Memorial Day weekend), please contact Carol Powers at IDC, (617) 872-8200, x258.

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Volume 16, Number 10 March 10, 1986

# LMI Celebrates Its Fifth Anniversary

CW Communications S.A. in France publishes a weekly computer newspaper, Le Monde Informatique, which recently celebrated its five-year anniversary at the prestigious Museum of French History in Paris, France. One thousand people were in attendance to help celebrate the occasion, and with good reason. LMI has grown at a rate of over 62% in revenues per year since its founding, and last year it became the #1 computer publication in France in display advertising. It is quickly on its way to becoming the #1 publication in classified advertising as well, surpassing its long-term rival, 01 Informatique Weekly.

CWCI Chairman **PAT MCGOVERN** gave a short speech in French to the party attendees, saying that the achievements of the French publishing team, not only of LMI but also of OPC, Golden, Distributique, and Theoreme (the new publication for computers in education), have been outstanding.

There were also other numerous attractions: a zeppelin flying over the guests; a laser show with live digitalized pictures of the guests; and magicians, acrobats, and panthers. February 11th was also Carnival Day, and the guests were offered masks, along with a special cover of Le Monde Informatique.

Attending the LMI 5th anniversary were (left to right): BERTRAND DE CERVAL, PAT MCGOVERN, AXEL LEBLOIS, and F.X. CHAUSSONNIERE.

Congratulations to **JACQUES TILLIER** and **BERTRAND DE CERVAL**, LMI Advertising Managers, who organized this fifth anniversary party.

# More News...

## Golden Awards To PC Mikrodata

The distributor of Sharp products in Norway, the company called Finn Clausen A/S, has won a gold medal from Sharp in Japan based on an article in CW Norway's PC Mikrodata magazine.

Five hundred and fifty distributors and dealers of Sharp products around the world participated in the Sharp World Advertising Contest (SWAC), which was aimed at promoting better advertising campaigns, public relation activities, etc.

The Golden Award for Best Public Relation Activities was given to Finn Clausen A/S, based on a four-page editorial review article on Sharp pocket computers in the July/August edition of PC Mikrodata. It is likely that the nice layout, which included a full-page picture of Sharp pocket computers placed in the pocket of an old black leather jacket owned by one of the members of CW Norway's team, made this presentation a winner. The article was presented at the SWAC exhibition in Japan in January.

Congratulations on a fine job, CW Norge!

MIKRODATA

# Transfers

Effective March 10, **JOHN GALLANT** will depart the staff of Computerworld to take up residence as the first Managing Editor of its sister publication, Network World. Let us all congratulate John and wish him great success at CWCI's newest weekly venture!

Another recent transfer to CWCI is **MIKE D'ONOFRIO** who is now a Copywriter for the CWCI Sales Promotion Department. Mike's responsibilities include writing ads, brochures, newsletters, sales, and assorted promotional material. Mike comes to CWCI from IDC, where he held the position of Writer/Editor. He has a B.A. in English from Worcester State College, where he concentrated on writing and journalism. Mike is single, lives in Natick, and enjoys photography and surf casting. Let's join the Sales Promotion Department in welcoming Mike aboard!

# New Employees

The CWCI Research staff would like to welcome **THERESA CRETEAU** to their department as International Computer Industry Analyst. In this position Theresa will be responsible for the collection and dissemination of information on the international computer markets to the CWCI offices around the world. Theresa comes to CWCI from the Competitive Assessment Center, where she researched international computer markets for various computer companies. In addition, she brings to the company the added skill of fluency in both oral and written French, as her B.A. Degree was in French Translation. Please join us in welcoming Theresa to this challenging new position.

The IDG Credit Department would like to welcome a new member, **KEVIN SMITH**, to their team. Kevin, who is the new Administrative Assistant, handles all incoming credit applications, receives the necessary information for each application, and assists each person in the department. Kevin is single and resides in Marlboro, Massachusetts. His main interests include hockey, camping, hunting, fishing, and just about any outdoor activity. Let's all give a warm welcome to Kevin and wish him good luck in his new position!

CWCI's Sales Promotion Department is pleased to announce **CHRISTINE SHEROFF** as their new In-House Director of Public Relations. Chris' responsibilities entail overseeing CWCI's corporate public relations efforts, including those of CWIMS, Computerworld, Computerworld Focus, Micro MarketWorld, and Network World. She is currently organizing the P.R. office and formulating a comprehensive company P.R. program, as well as understanding day-to-day P.R. needs and press contacts. Chris comes to CWCI from Babson College in Wellesley, where she was Assistant Director in the College Relations Department. Chris resides in Holliston with her husband, Jay, and daughter, Lauren. When not at work, she enjoys art, music, politics, and nature. Best of luck in your new position, Chris!

# Anniversaries

## One-Year Anniversaries

Michael Casaceli, IDC
Miriam Jenkinson, IFW
Lee White, CWCI
Rachel Parker, IFW

## Two-Year Anniversaries

Don Chambers, WGE
Stephen Delacy, CWCI
Carol Lake, CWC/P
Dave Raether, WGE
Sandra Schleinz, IDC
Byll Travis, PCW

## Three-Year Anniversaries

Jeff Dziama, IDC
Kathy Girard, PCW
Lucy Sheehan, IDC
Kristie Van Valkinburgh, CWCI

## Four-Year Anniversaries

Fred Losapio, CWCI
Roger Murphy, CWC/P

## Five-Year Anniversaries

Fiona Davies, CWC/P
Margaret McIndoe, CWCI

## Six-Year Anniversaries

Darlene Dichard, CWC/P
John Dix, CWCI

## Seven-Year Anniversaries

Ann Baker, IDG
Jenny Charlesworth, CWCI

## Eight-Year Anniversary

Thomas Monahan, CWCI

# Fitness Focus

## Ex-Smokers Protect Heart In Short Time

Smokers' unusually high risk of heart attacks eases rapidly when they quit, and it almost disappears if they stay away from cigarettes for two years. The evidence of this study proves strong support for the Surgeon General's new message on cigarette packages, which says, "Quitting smoking now greatly reduces serious risk to your health." The message is one of four new warnings that tobacco companies must notate on cigarette packs. The study found that the risk of a non-fatal heart attack is three times higher among current smokers than among those who never smoked. Men who have stopped smoking for more than one year but less than two have double the risk. But when ex-smokers quit for at least two years, their risk appears to be about the same as that of people who never smoked. Americans bought 584.4 billion cigarettes in 1983, according to the Federal Trade Commission. Sales peaked at 636.5 billion in 1981.

# Classified

### NEW YORK CORRESPONDENT

This candidate will report directly to the News Director. Duties and responsibilities will include: produce usable news copy on a weekly basis from original ideas; develop a network of contacts among DP user companies and vendor firms in the New York metropolitan area in order to generate news stories of interest to the Computerworld target reader; and cover speeches, conferences, and meetings. You will also conduct telephone and personal interviews with computer industry figures and data processing executives; spot industry trends and, through original research, report on them; and write complex product announcements for new and/or technical sections. Qualified candidates should have a minimum of three years of professional journalism experience with emphasis on business coverage. At least one year of professional journalism experience in the computer industry preferred. Must have proven ability to meet deadlines, and work productively with little or no supervision. Interested applicants should send resume to Sharon Frederick, CWCI, Box 9171, Framingham, MA 01701-9171; or call (617) 879-0700, x322.

### REVIEW EDITOR

RUN magazine has as immediate opening for a Review Editor. Responsibilities include soliciting products for review, assigning reviews to authors, and editing the reviews. Must have good writing and editing abilities. Applicants must be willing to work with computers and possess good organizational skills. Knowledge of Commodore computers a plus. To apply send resume to Dennis Brisson, RUN Editorial, 80 Pine St., Peterborough, NH 03458; or call 800-441-4403, x410.

### EDITORIAL ASSISTANT

CW Communications/Inc. has an opening in their busy Editorial Department for an Editorial Assistant. You will have a variety of responsibilities and will work in our fast-paced newsroom under the direction of the Assistant to the Editor. Your duties will include general administrative duties for the Editorial Department; and learning to operate our telex, Panafax, business wire, and copying machines, as well as writing two weekly computer industry columns. To qualify you should be well organized, possess good administrative skills, be detail-oriented, and have the desire to learn. To apply please send your resume to Parth Domke, Assistant to the Editor, CW Communications/Inc., Box 9171, Framingham, MA 01701-9171. No phone calls, please.

### LIST RENTAL COORDINATOR

CW Communications/Inc. has an immediate opening for an efficient List Rental Coordinator to manage various list rental activities. This is an entry-level position that will provide excellent experience in all aspects of direct marketing. Responsibilities will include daily order processing, monthly invoicing, monthly reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure in a fast-paced environment, possess some word processing skills, and have a helpful, informative phone manner. Please send resume to Deb Goldstein, List Manager, CW Communications/Inc., 375 Cochituate Rd., Framingham, MA 01701. No phone calls, please.

MANAGING EDITOR

CW Communications/Inc. is looking for a Managing Editor who can edit feature and news stories for content and clarification for Computerworld Focus, a magazine published ten times a year. This individual must also be able to work in the layout and production phases of a magazine from the editorial point of view. In this respect you will participate in the layout and design process, help plan art for each issue, cut stories as necessary, read galleys and proofs, and coordinate with other departments. This position will also function as a backup to the Editorial Director. The qualified candidate will have newspaper or magazine copy editing experience and computer knowledge, and must work well under pressure, as well as be capable of juggling several tasks at once. Interested applicants should contact Ann Dooley at (617) 879-0700, x341.

MANAGING EDITOR

80 Micro is looking for a Managing Editor. In this position the qualified candidate will manage the flow of copy through our monthly editorial cycle. This includes establishing editorial schedules, assigning manuscripts to our copy editors for editing, and supervising and reviewing their work. You will also help to plan the editorial direction of the magazine, contribute ideas for the editorial calendar, review submissions, and work with authors on their manuscripts. Requirements include exceptional language skills, solid copy editing experience, a desire for perfection, and a reverence for deadlines. Computer experience is not necessary. Interested applicants should send their resume to Judy Walker, 80 Micro, 80 Pine St., Peterborough, NH 03458. No phone calls, please.

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

FOR SALE:

Yamaha Classical Guitar. Good condition, nice finish. Comes with fitted zippered carrying case. Will sell for $75 or best offer. Contact Vickie at (617) 875-5000, x460.

FOR SALE

One round-trip ticket anywhere New York Air flies. Confirmed seating. Selling for $175. For information, call Scott Baum, CWCI/MIS Department, 879-0700, x207.

FOR SALE

1983 Honda Civic Hatchback. Good condition. Asking $4,000. Call Mary Moran at CWCI 879-0700, x419.

ROOMMATE WANTED

Christian woman seeks same to share large, comfortable apartment in Belmont. Near Cambridge and Massachusetts Turnpike, Exit 17. Two bedrooms, living room, dining room, kitchen, and porch. Off-street parking. Non-smoker, no pets. Available May 1. $250, plus utilities. Call Barbara at work, (617) 253-6788; home, (617) 489-2171.

FOR SALE:

Pentax ES-II 35 mm. camera with 50 mm. lens. Works great on manual settings, electronic meter needs repair for automatic setting. An expensive camera and a bargain for a semi-professional. Will sacrifice for $50. Comes with new fitted Pentax case and strap. Call Vickie, (617) 875-5000, x460.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: ____________________

Company: ____________________

Telephone: ____________________

Text: ____________________

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# What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of persons like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ______________________________
______________________________

ADDRESS: ______________________________
______________________________

YOUR NAME: ______________________________

PHONE #: ______________________________

DESCRIPTION: ______________________________
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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

DO YOU HAVE AN ANNIVERSARY COMING UP? If you would like to be sure your are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

IS THERE A NEW FACE on your team? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

?

HAVE YOU HAD A RECENT SUCCESS? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

**What's New . . . What's New . . . What's New**

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Volume 16, Number 11 March 17, 1986

# Micro Presse Launches Theoreme

Theoreme, the first magazine in France dedicated to computers in schools, was recently produced by Micro Presse.

The French government has launched a monumental program designed to introduce computer-assisted courses in all primary and secondary schools. Since September, 1985, 46,000 schools have received microcomputers. 11,700 have a local network with Thomson home computers as work stations of a PC-compatible machine. Other schools have received Thomson TO 7 computers.

Most teachers in French public schools are not familiar with computers. Conversely, many parents of French school children have become very involved in the computer "revolution," and many purchase home computers to supplement the education children are receiving in school.

CW/France had first intended to concentrate on delivery to newsstands, to reach parents during the Christmas period. The first issue of Theoreme had 108 pages, including 44 pages of advertisements. 140,000 copies were distributed on the newsstands and, after only one month, 80,000 copies had been sold.

N°2
Mars 1986
théorème
Le premier magazine de l'informatique à l'école
ENQUÊTE
■ A QUOI SERT L'INFORMATIQUE A L'ECOLE?
PRATIQUE
■ 10 PROGRAMMES POUR VOTRE ORDINATEUR
COMPRENDRE
■ BASIC OU LOGO?
HISTOIRE
FRANÇAIS

With the premiere issue, Theoreme is available on the Minitel, the French videotext information service. Teachers can communicate with the Theoreme editorial staff, ask questions, and get answers.

# More News...

## Theoreme *From Page 1*

For Theoreme's second issue, CW/France prepared a mailing to French school administrators, hoping to collect 10,000 subscriptions through this channel. There will also be educational software programs sold through response cards in the magazine, as is already done with another CW/France publication, Golden.

Children can open their own letter boxes to receive help with their homework or talk to other students or teachers. Theoreme has already arranged large videotext round tables through Minitel.

Editor-in-Chief for this new publication is **BRUNO DE LATOUR**, a well-known journalist for education and home computing. He is responsible for the association, "Homes of the Future." Advertising Sales Manager for Theoreme is **CLAUDE BRIL**.

## Network World Scores High Marks Among Telecomm Users

"The response to the prototype issue of Network World has been overwhelmingly positive," said its Publisher, **DOUG DECARLO**. During the ComNet Show, held in January, personal interviews were conducted with over 200 telecomm users who were screened as having a buying influence for data and/or voice communications products and services.

The research was conducted by Exhibit Surveys, Inc., at the request of Network World. When asked to rate Network World for overall quality of its editorial coverage and its general appearance, over 90% of the interviewees scored the publication as 'good to excellent.'"

"We've passed an important milestone," said Doug. He went on to say, "We've gained immediate acceptance of our product among the user community. Nearly 80% of the telecomm users interviewed felt that the articles in Network World were directed towards them.

Network World is the first and only newsweekly for communications users. Congratulations to the entire staff of Network World!

## New IDC Bulletin Keeps Its Clients Informed

**TOM WILLMOTT**, Vice President Information Services for IDC in Framingham, has released a bulletin, entitled IDC Impact, to be received by IDC's Information Services clients. This new bulletin will review the deliverables that clients will receive from IDC, as well as outline IDC Framingham's research and product organization.

IDC Impact presents two types of information. First, the new letterhead replaces IDC's Industry Bulletin format. The four issues of IDC Impact published so far this year have provided a review and analysis of industry events occurring to date. Second, IDC Impact will highlight the results of selected, key telephone inquiries in order to keep its clients better informed on industry issues and trends, as well as present what others are thinking and asking.

# New Employees

IDC Framingham is pleased to welcome **MICHELLE TESTA** as the newest member of the Production Services Group. Michelle will be responsible for copy editing much of the IDC and LINK research reports and newsletters. Please let us all join in welcoming Michelle to the team!

# Anniversaries

One-Year Anniversaries

Lawrence Barrows, IDC
Anne Fleming, CWC/P
James Forbes, IFW
James Povec, CWC/P
Joseph Viviani, CWCI
Clinton Wilder, CWCI

Two-Year Anniversaries

Leslie Barton, PCW
Paul Fitzpatrick, CWCI
Dianne Gronberg, CWCI
Christina Spence, PCW

Three-Year Anniversaries

Jeff Melnick, CWCI
John Reichmuth, IDC
David Vellante, IDC

Nine-Year Anniversary

Diane Testa, IDC

Eleven-Year Anniversary

Lee Vidmer, CWCI

# Fitness Focus

## How to Live Forever (Almost!)

Doctors at a leading university studied hundreds of people of all ages. They kept track of life-styles, good habits, and bad habits. They recorded how long the people lived. And they came up with a list of seven factors that seemed to contribute to a longer life.

One caution is in order. These factors were associated with longer lives. That doesn't necessarily mean that they caused longer lives. As yet, there is no proof of what really adds years to our lives. But since people who live relatively long do these things, it seems like a good idea to follow their examples.

1. Three Meals A Day. That means, if you're on a diet, cut down by reducing the size of your portions or switching to lower-calorie foods. Don't eliminate meals.

2. Eat Breakfast. This is related to the first rule, of course, but breakfast is so important it has its own rule. It's a fact -- the people who eat breakfast live longer than the ones who skip it. A possible reason: when you go through the morning without food, you put an extra strain on your body to get your fuel.

**LifeLines**

## How to live forever (almost)

3. No Snacks. This one is also related to the first rule. The doctors found that people who don't eat between meals tend to live longer than the ones who do. Of course, if you still want to snack, it's only common sense to choose something nutritious.

4. Moderate Alcohol. The jury is still out on this, but a lot of researchers say that a moderate amount of alcohol may actually be better than none. That means one or two drinks a day. If you can't stop at one or two, it's better to go without.

5. Moderate Exercise. You don't have to run a marathon or spend hours lifting weights. But you should try to do something that will get your pulse rate up continuously for at least 20 minutes, three times a week. Some ways to do that: jogging, biking, swimming, skating, skiing, brisk walking.

6. No Smoking. And it's never too late to quit. People who have been off cigarettes for a number of years are almost as risk-free as lifelong nonsmokers.

7. Enough Sleep. For adults, seven to eight hours a day is best. Surprisingly, getting more than that is almost as bad as getting less.

Will following all these rules guarantee a long life? No. Will it improve your odds? Yes. And it will probably make you healthier for whatever number of years you live.

# Classified

SENIOR WRITER

CWCI's Editorial Department in Framingham is in need of a Senior Writer to generate feature-length articles on the computer industry and technology on a regular basis for the In-Depth, Executive Report, and Product Spotlight sections of Computerworld, as well as Extra magazine. You will perform all research necessary to develop ideas into articles. This research will require multiple phone calls, personal interviews, site visits, and trade show coverage. You will write a minimum of two full-length stories monthly, as well as sidebars as needed. You will travel to major shows and conferences periodically to develop sources and stories and to conduct interviews. You will conduct user and vendor site visits regularly in order to write stories and develop a knowledge of data processing. You will be on call to help out in the writing or researching of features for the various sections. You will edit stories, assign articles or develop a feature section as needed by the Features Director. A proven ability to conduct in-depth research on technology and computer industry-oriented topics is required, as well as proven ability to write feature-length articles based on originally developed concepts. A minimum of two years of professional journalism experience is required. Two years of computer industry related journalism is preferred. Send resume to George Harrar, CW Editorial, 375 Cochituate Road, Framingham, MA 01701.

COPY READER

CWCI in Framingham has an opening in its busy Editorial Department for a Copy Reader. Duties will include: proofreading page proofs; writing headlines; editing news copy for grammar, consistency, and style; and working with an electronic, CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred, and computer experience is helpful, but not necessary. Please send resume, including salary requirements, and a one-page sample of expository writing (no calls please) to: Charlotte Donaldson, Chief Copy Editor, Computerworld, 375 Cochituate Road, Framingham, MA 01701.

ROOMMATE WANTED

Christian woman seeks the same to share large, comfortable apartment in Belmont, near Cambridge and the Massachusetts Turnpike, Exit 17. Two bedrooms plus living room, dining room, kitchen, and porch. Off-street parking. Nonsmoker, no pets. Available May 1. $250, plus utilities. Contact Barbara at (617) 253-6788, or (617) 489-2171.

# Consider This

## INTERNATIONAL DATA GROUP'S TEN CORPORATE VALUES

- Dedicated To Our Mission — Information Service On Information Technology
- Respect For The Dignity Of Each Individual
- Invest In Our People Through Training
- Keep Close To Our Customers
- Produce Products Of The Highest Quality
- Excellence In Customer Service
- Keep Responsive To Changes In Our Marketplace
- Decentralized Management Style — Independent Business Units
- Keep The Corporate Staff Lean
- Action-Oriented "Let's Try It"

IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

# What's Happening?

The IDG Update is looking for YOUR INPUT -- let us know what is happening within your company or division. Without the assistance of persons like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or NEW PRODUCTS/SERVICES.

COMPANY/DEPARTMENT: ____________________
________________________________________

ADDRESS: ________________________________
________________________________________

YOUR NAME: ______________________________

PHONE #: ________________________________

DESCRIPTION: ____________________________

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SEND ANYTHING you feel is "newsworthy" concerning your company or department to the attention of: IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

DO YOU HAVE AN ANNIVERSARY COMING UP? If you would like to be sure your are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original anniversary date.

?

IS THERE A NEW FACE on your team? The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

?

HAVE YOU HAD A RECENT SUCCESS? We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

**What's New . . . What's New . . . What's New**

INTERNATIONAL DATA GROUP, INC. ■ CW COMMUNICATIONS/INC. ■ CW COMMUNICATIONS/PETERBOROUGH ■ CW COMMUNICACIONES/ARGENTINA ■ COMPUTERWORLD PTY./AUSTRALIA ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD CANADA ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD COMMUNICATIONS S.A./FRANCE ■ CW PUBLIKATIONEN, GMBH/GERMANY ■ COMPUTER PUBLISHING GROUP/ITALY ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD DE MEXICO ■ CW COMMUNICATIONS, B.V./NETHERLANDS ■ CW NORGE A/S ■ CHINA COMPUTERWORLD ■ SAUDI COMPUTERWORLD ■ COMPUTERWORLD ESPANA ■ NOVA MEDIA, AB/SWEDEN ■ CW COMMUNICATIONS LTD./U.K.

# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 16, Number 12 March 24, 1986

## IDC Benelux Completes Computer Dealer File

IDC Benelux just completed 1,300 interviews with microcomputer dealers in The Netherlands. The objective of the interviews was to identify the VARs and VADs, Value Added Resellers and Value Added Dealers, respectively.

The interviews were carried out during the first two months of 1986. Information obtained covered site information, contact person, products offered, vertical market specialization, advertising medium, best sold brand microcomputer, etc.

IDC Benelux has entered the information in a database. This service sells as a one-year subscription, for which clients get an update of the dealer information each quarter and a study of the indirect distribution channel of microcomputers.

This information is delivered to clients on IBM-compatible floppy disks with an in-house developed program, based on dBase III. This program provides that an inexperienced user can access the information without any knowledge about dBase III. Up until now, four clients have subscribed to this new IDC Benelux service.

IDC Benelux plans to carry out some additional research during 1986, based on the microcomputer dealer information in the database. Other IDC offices which want to have a copy of the program and the collected dealer information should contact **PETER JANSEN** at IDC Benelux; telephone, 3120791692.

# More News...

## New Project X

Given the tremendous increase in data processing and communications activities within our operating companies, and our stated purpose of eventually combining all of these activities into one master data base ("Project X"), we will be bringing all of the above mentioned facilities under IDG management.

Effective immediately, all personnel involved with data collection, data entry, data processing, and both phone and data communications will be part of the new IDG Information Services Bureau (ISB).

This new corporate-wide service will be headed jointly by **BILL MURPHY**, Chief Financial Officer/IDG, and **WALTER BOYD**, Chief Operating Officer/IDG. ISB will be responsible for ensuring that all data processing and communications activities for the corporation are handled in an efficient, cost-effective way, and that all operating company clients have at their disposal the most up-to-date technology to enable them to properly serve both outside client and internal requirements.

Initially, the new team of data processing/communications experts will consist of **JEFF CORDEIRO**, **JANE CREIGHTON**, and **SANDRA YOUNG**, along with their various support staffs. Additional personnel will be added as needed. While Jeff will continue to specialize in CWCI operations, Sandra Young will be assigned to specialize in IDC operations. A new employee will be added to handle the IDG financial/accounting requirements, and Jane Creighton will handle communications on a corporate-wide basis.

This team will be responsible for making sure that all operating groups develop and maintain comparability in terms of systems, equipment, software, and services consistent with individual departmental/company needs.

The Chief Operating Officers of our various companies will be making specific reassignments over the next several days/weeks to make sure that we have an efficient and effective turnover of reporting lines.

We are sure that this new system will enable all of us to have more for less, and that we will be well positioned to more effectively meet the needs of the ever-increasing competitive markets that we all face.

# People

Congratulations to **JEAN BRODERICK**, Sales Assistant of the CW Chicago Sales Office along with her husband Mike, who on February 28th gave birth to a baby girl. Their new daughter, **ERIN MICHELLE** weighed 5 pounds, 4 ounces and we are all very glad to report that everyone is healthy and very happy!

# New Employees

IDC would like to welcome a new member to their staff, **MICHELLE BERARD TESTA.** Michelle is the new Copy Editor for IDC. Her responsibilities include editing newsletters, research reports, and other material generated by IDC and LINK Resources. Michelle comes to IDC from GTE in Westborough, Massachusetts, where she worked as an Engineering Assistant. Her hobbies and interests include writing, gardening, cooking, exercise, and travel. Let's give a warm welcome to Michelle!

Another newcomer to IDC is **ALBERT COVIELLE,** whose position is Mail Courier. His responsibilities include the handling/distribution of mail and parcels and other such related duties. Albert lives with his wife in Natick, and he has five children. He has many interests, but most of all he loves to work with and meet new people. Welcome to the IDC team, Albert!

# Anniversaries

One-Year Anniversaries

Nancy Canning, PCW
Don Hovagimian, IDG
Gary Khederian, IDC
Paul Ladouceur, CWCI
Lafe Low, CWC/P
Gary Rocchio, PCW
Eileen Terrill, CWC/P
David Ushijima, PCW
Virginia Weir, PCW

Two-Year Anniversaries

Sara Freidah, IDG
Star Kachadoorian, CWC/P
Evan Moltz, IDC

Three-Year Anniversaries

Cindi Sparrow, IDC

Four-Year Anniversaries

Mike Hovagimian, IDC
Fern Lipshitz, LR
Pam Valentinas, CWCI

Six-Year Anniversary

Edward Scannell, CWCI

# Fitness Focus

## Colds — The #1 Ailment on Earth

The common cold is a name given to disease caused by over 100 different viruses. At the present time there is no vaccine to prevent them, and antibiotics should not be taken for colds. Antibiotics are ineffective against viral infections, which most colds are.

To prevent colds and other lung disease, keep away from people who have them, especially if they cough or sneeze.

*Continued on Page 4*

Use humidifiers or vaporizers. Viruses get stronger in dry air. Try for at least 50 percent humidity to weaken them.

Avoid crowded places when you have a cold. Also, avoid smoke-filled rooms.

# Consider This

## Easter traditions evolve from antiquity

Easter, principal festival of the Christian Church Year, celebrates the Resurrection of Jesus Christ on the third day after his crucifixion. It is probably the oldest Christian observance.

Western Christians celebrate Easter on the first Sunday after the full moon that occurs upon or next after the vernal equinox, March 21. Easter can fall anywhere between March 22 and April 25.

As with many holiday rituals, however, recognized religion is only a part of folk belief. Today Easter is celebrated by people of many religions, some of whom celebrate in a religious way, some observing only the folk traditions, and many observing the holiday in both ways.

The customs of dyeing and giving Easter eggs are deeply rooted in history. Some historians say it is an evolution of the egg as an ancient symbol of renewed life. The fat, laughing figure of the Japanese Hotei (god of luck) is both a diety and a ubiquitous folk charm. Lying at the root of human experience, such themes were never completely abandoned.

Long before the Christian era, eggs were regarded as symbols of continuing life and resurrection. Ancient Persians, Greeks, and Chinese exchanged them at spring festivals. They symbolized the return to life of all things in nature revived after the winter.

Several pagan mythologies speak of the World Egg, from which the divine Sun-Bird was hatched, or from the two halves of which Heaven and Earth were formed.

To early Christians, eggs as symbols of the resurrection were considered holy and appropriate gifts at Easter.

Egg coloring has been a custom dating from the earliest times. They were tinted by boiling in water with natural materials such as spinach leaves, flower petals, and tree bark, which produced a variety of colors.

In many European countries even today, Easter Eve bonfires are said to be lighted by the Easter Rabbit, burning flowers for dyes to color the eggs.

The Easter egg hunt continues to appear in various forms throughout the world.

To all, we wish a Happy Easter!

# Classified

REPORTER

InfoWorld's busy Editorial Department has an opening for a Reporter on its news staff. Duties include the reporting and writing of news stories and the occasional reporting and writing of feature articles. Successful candidates will have at least a B.A. in Journalism or the equivalent, with demonstrated writing and reporting experience, especially on a daily newspaper. Interested candidates should send a resume, writing samples, and a cover letter to Rory J. O'Connor, News Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

SENIOR WRITER

InfoWorld's busy Editorial Department has an opening for a Senior Writer on its news staff. Duties include the writing of five solid news stories per week based on original reporting, and the writing of in-depth feature stories on a regular basis. Successful candidates will have demonstrated ability as a self-starter with significant experience in reporting and writing news under strict deadlines. Daily newspaper experience and experience covering the personal computer market is a decided plus. Interested candidates should send a resume, writing samples, and cover letter to Rory J. O'Connor, News Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

ADVERTISING SALES REPRESENTATIVE

InfoWorld magazine has an immediate opening for an Orange County-based Advertising Sales Representative. This regional manager will be responsible for all display and mail order advertising sales in his or her territory, consisting of Orange County, California; San Diego, California; New Mexico; and Southern Nevada. Three to five years of advertising sales experience is required. High tech experience is preferred. For information contact Roy Kops, InfoWorld magazine, at (415) 328-4602.

CIRCULATION/PRODUCTION ASSISTANT

The IDC Publications Department is looking for an Administrative Assistant who will be responsible for the production of seven newsletters, including the preparation of some charts and graphs on a MacIntosh; maintaining and updating files on list processing; some customer service correspondence; maintaining accounts receivable file for report buyers; and other miscellaneous circulation functions. The qualified candidate must have excellent organizational skills with the ability to prioritize the workload. Good typing skills and a professional telephone manner required. Knowledge of word processor a plus. To apply please send resume to Carol Powers, IDC, 5 Speen Street, Framingham, MA 01701.

VACATION RENTAL

Martha's Vineyard, Edgartown. New, contemporary three-bedroom, two full baths, deck, and washer/dryer. Asking $775-$850 per week; off-season, $525 per week. Ferry reservations available. Call Evan Moltz at IDC, 872-8200, x220; or at home, 651-3862.

MOTORCYCLE FOR SALE

1983 Honda CB 1000 Custom. Like new. Stored in fall and winter. 10,000 miles; recent tune-up; black and chrome. Must see. Asking $2,800, but will consider any reasonable offer. If interested call Mary (days) at (617) 872-8200, x635.

ROOMMATE WANTED

Christian woman seeks same to share large, comfortable apartment in Belmont. Near Cambridge and Massachusetts Turnpike, Exit 17. Two bedrooms, living room, dining room, kitchen, and porch. Off-street parking. Non-smoker, no pets. Available May 1. $250, plus utilities. Call Barbara at work, (617) 253-6788; home, (617) 489-2171.

TYPEWRITER FOR SALE

Remington Rand Typewriter. It corrects similar to IBM Selectric. Will include typing elements and ribbons. Excellent condition. Asking $400 or best offer. Call Michelle Testa at IDC, 872-8200, x665.

SEWING MACHINE FOR SALE

White Model 1099 Sewing Machine. One and one-half years old. Twelve stitches, including buttonhole; free arm. Good for beginner or intermediate. Best offer. Call Charlotte at CWCI, 879-0700, x338.

NAUTILUS MEMBERSHIP FOR SALE

Three-month membership to Nautilus of Framingham. Membership runs from 3/26/86 to 6/26/86. Original price $90. Will accept best offer. Call Susan Perry at IDG, 875-5000, x407.

BICYCLE FOR SALE

Ten-speed bike, 26-inch, like new. Asking $30. Call Bob at 233-5530.

"No, Phil, I'm not at the office. My doctor ordered me to take a vacation!"

CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ____________________

Company: ____________________

Telephone #: ____________________

Item: ____________________

Description: ____________________

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Price: ____________________

IDG UPDATE

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Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

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Volume 16, Number 13 March 31, 1986

## Computerworld Do Brasil Marks 10th Anniversary

Computerworld do Brasil marked its tenth anniversary last week with a special industry reception and parties at its Sao Paulo and Rio de Janeiro offices.

At the anniversary party given in Sao Paulo with 100 top Brazilian computer industry executives, government officials, and leading users, IDG Chairman **PAT MCGOVERN** remarked, "In the decade since the founding of Computerworld do Brasil, the company has not only become the leading computer publisher in Brazil, it is the largest trade and professional publishing company in Latin and South America as well as Brazil. Its weekly newspaper, DataNews, is the number 1 computer publication in Brazil.

"DataNews is the leading computer publication in Brazil. Its fortnightly, Micro Mundo, is the leading publication for microcomputer managers, and its monthly magazine, PC Mundo, is the number 1 publication for desktop computer users."

Computerworld do Brasil recently expanded its offices to two and a half floors of a high rise in Rio de Janeiro. From left to right: BILL MURPHY, Executive Vice President of IDG; ERIC HIPPEAU, President of Computerworld do Brasil; and IDG Chairman PAT MCGOVERN.

Under the outstanding leadership of Computerworld do Brasil's founding President, **ERIC HIPPEAU,** the highly talented and hardworking members of the company continue to achieve unprecedented success. Eric Hippeau pointed out at the reception that the launch of Computerworld do Brasil was well

Continued on Page 2

# More News...

*From Page 1*

PAT MCGOVERN describes the ten-year history of accomplishements of Computerworld do Brasil while presenting a special recognition plaque to company staff members.

timed to coincide with a period of rapid growth of the indigenous computer industry in Brazil. He also mentioned that his call to Pat McGovern for know-how, information resources, and "little money" was also well timed. He called Pat in Boston ten years ago during a fierce New England blizzard and said that it was 95 degrees in Rio, and the sky was clear and sunny, so "come on down!" The rest is history.

ERIC HIPPEAU, President of CW/Brazil, on his way to the Chairman's lunch to celebrate his tenth anniversary with the company.

ERIC HIPPEAU receives his tenth anniversary pen and pencil set flanked by WALTER BOYD, IDG President; and PAT MCGOVERN, IDG Chairman.

Congratulations on a decade of editorial excellence, leading marketshare, and outstanding business success to the entire team at Computerworld do Brasil. They tell us that "the best is yet to come!"

## CW/Australia Produces Communications World

Computerworld Australia has launched Communications World as a separate bimonthly tabloid. Last year it was trialed as a bound-in insert with Computerworld, first as a tabazine and then later as a tabloid newspaper.

***Continued on Page 3***

# More News...

The first independent edition was published to coincide with Atug '86, Australia's premier communications exhibition. It also contained the official catalog for Atug '86.

The first edition of Communications World was edited by **NOEL BENNETT**, who has been with the company for about five years. However, Noel has since decided to work only part-time as Associate Editor. The editorship has been take over by **LUIS HUESCH**, who rejoins Computerworld after a short break. He was formerly Special Reports Editor for CW Australia.

COMMUNICATIONS WORLD

CENTRE PAGES ATUG '86 OFFICIAL CATALOGUE Melbourne, March 18-20

The newspaper for data and telecommunications users

Optic fibres muscle in on satellites

Aussat shifts to second phase

INSIDE

Voice mail is booming

Harder choice for PABX users

The new publication is aimed at an emerging specialist, perceived as an organization's "Communications Manager," responsible for telecommunications, office communications, and network management. These areas will be addressed by Communications World.

# People

It is with great sorrow that we inform you about the death last week of **RICHARD SMALL**, our colleague and partner in Mexico.

Richard was vacationing with one of his sons on the island of Tortolla where he died of an apparent heart attack. At Richard's request, his body was cremated and his ashes scattered in the Atlantic Ocean. There will be no formal services, but those of you who wish to send your condolences to Richard's wife, Aurora, may do so at the following address:

Aurora Small
Agua 230
Jardines del Pedregal
01900 Mexico, D.F.

Richard's great sense of vitality, intellect, and unfailing good humor will be greatly missed by all of us who were fortunate enough to have worked with him over the years.

# Transfers

The CW/Conference Management Group is pleased to announce the transfer of **PAMELA SAVELLO** from Switchboard Receptionist for CWCI to Group Secretary of CMG. Pam's duties include word processing, handling group travel arrangements, typing correspondence for the President and Director of Operations and Planning, accounts payable, distribution of mail, and ordering office supplies. Please join Conference Management in welcoming Pam to her new position!

# Anniversaries

One-Year Anniversaries

David Bradway, IDC
Eleanor Leishman, PCW
Carol Lustenberger, WGE
Geoffrey O'Connell, CWCI
Mary Petrosky, CWCI
Paul Statt, CWC/P

Two-Year Anniversaries

Dennis Christensen, CWC/P
Bill Heydolph, WGE
Teresa Hoffman, CWCI
Christopher McGrath, CWCI
Tommie Richardson, WGE

Four-Year Anniversary

Joan Pinsky, CWCI

Five-Year Anniversary

Linda Dudley Burrus, LR

Six-Year Anniversary

Marlene Stibal, CWCI

Eighteen-Year Anniversary

Margaret Phelan, CWCI

# Etcetera

Because of the tremendous growth in the CW/Amsterdam office, they will be moving to another office building in the Cannel Center of Amsterdam. Their new name and address will be:

Beets and Partners
Stadhouderskade 52
1072 AA Amsterdam
The Netherlands
Telephone: +31-20-622216
Telex: 12509 CMC NL

These changes are effective March 28, 1986.

# Fitness Focus

## Stirring News About Coffee

The next time you have a cup of coffee, consider that it may be robbing valuable iron needed by your red blood cells. It all depends on when you drink it.

Researchers at the University of Kansas found that when they served coffee before a meal, it had little effect on the body's later absorption of iron released from the food. Coffee consumed while eating and an hour afterward reduced iron absorption by 39%.

The organic compounds in coffee called polyphenols were indicted as the reason for inhibiting iron absorption. Whether the coffee is caffeinated or not, instant or drip, sweetened or creamed, made no difference.

For anyone already suffering from iron-deficiency anemia, or borderline to that condition, the effect could be significant. These people would be wise to avoid coffee with the main meals of the day, when 80 percent of your iron is consumed.

Advice for perking up iron intake includes: Drink coffee between meals rather than right after a meal. Drink orange or grapefruit juice with meals. The vitamin C helps the body absorb iron from other foods.

# Consider This

## The Art of Awareness

The art of awareness is the art of learning how to awaken to the eternal miracle of life with its limitless possibilities.

It is searching for beauty everywhere -- in a flower, a mountain, a machine, a sonnet, and a symphony.

It is developing the deep sensitivity through which you may suffer and know tragedy, and die a little, but through which you will also experience the grandeur of human life.

It is identifying yourself with the hopes, dreams, fears, and longings of others. It is learning to interpret their thoughts, feelings, and moods.

It is keeping mentally alert of all that goes on around you; it is being curious, observant, and imaginative so that you may build an ever-increasing fund of knowledge of the universe.

It is striving to stretch the range of eye and ear; it is taking time to look and listen and comprehend.

It is through a growing awareness that you stock and enrich your memory -- and as a great philosopher has said: "A man thinks with his memory."

# Classified

MARKET RESEARCH ANALYST

CW Communications/Inc. has an immediate opening in our Research Department for an experienced Market Research professional. This position involves the design and execution of survey research, primarily mail research, for our various computer publications and their advertisers. To qualify you must have experience with survey and sample design, questionnaire construction, data analysis, and statistics. Experience with advertising or publishing research would be an added plus. Good oral and written communications skills are required, as well as the ability to work with a variety of clients. To apply please send a resume or detailed letter to Kathy Dinneen, Corporate Research Director, CW Communications/Inc., 375 Cochituate Rd., Framingham, MA 01701.

## SALES SECRETARY/ASSISTANT

CW Communications/Inc. has an immediate opening in their Paramus Sales Office for a Sales Secretary/Assistant. Excellent entry-level position for a college graduate interested in marketing, or a mature worker interested in re-entry to job market. This position reports to the Regional Sales Manager for Micro Marketworld. Your responsibilities will include correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed. To qualify you should be well organized, be able to function with a minimum of supervision, and have strong verbal skills and an excellent telephone manner. To apply please send a resume or letter of interest to Laura Smith, Micro Marketworld, Paramus Plaza One, 140 Route 17 North, Paramus, NJ 07652.

## FOR SALE

1979 Chevy Monte Carlo. Six cylinder, P.S. and P.B., radial tires, rear defrost, clean interior, low mileage, runs great. Must sell! Call 244-6605, evenings.

## ROOMMATE WANTED

Christian woman seeks same to share large, comfortable apartment in Belmont. Near Cambridge and Massachusetts Turnpike, Exit 17. Two bedrooms, living room, dining room, kitchen, and porch. Off-street parking. Non-smoker, no pets. Available May 1. $250, plus utilities. Call Barbara at work, (617) 253-6788; home, (617) 489-2171.

## FOR RENT

Brand new 3-bedroom, one and one-half bath townhouse in Bellingham, Massachusetts for rent. Full living room, kitchen, dining room (with deck), and full basement with washer/dryer hookups. Five minutes from Route 495. Rent $800 monthly, plus utilities. Occupancy June 1 (possibly May 1). Please call Karen Mandell, CWCI, (617) 879-0700, x495; or after 5:00 p.m. at (617) 655-5364.

## FOR SALE

1982 Yamaha Maxim, Burgundy red, 6,500 miles. Showroom condition. Comes with black full face helmet. First $900 takes it. Call Stephen at CWCI 879-0700, x564.

## FOR SALE

1982 K2500. Oil and filter changed every thousand miles. Very clean and in excellent condition. Bought as a leftover in July, 1984. 5,000 miles. Extras include: Kerker exhaust, ATK fork brace, superbike handle bars, Marzoochi gas shocks, and Derale oil cooler. Call Michael Burke at Wayne Green Enterprises, (603) 924-9261, or (603) 924-6066 after 5 p.m., for more details.

## CARETAKER, OR SUMMER SUBLET WANTED

Responsible couple would like to be caretakers or sublet a home in or around the Framingham area for June through August. References are available. Will take care of dogs, cats, fish, plants, etc. Call Amy Zelermyer at CWCI Framingham, (617) 879-0700, x349.

## CLASSIFIED COUPON

If you would like to submit a classified ad for the IDG Update, please feel free to fill out this coupon and send it to the IDG Update staff.

Name: ______________________________

Company: ______________________________

Telephone #: ______________________________

Item: ______________________________

Description: ______________________________

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Price: ______________________________

# IDG UPDATE

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Mary Dolaher
**ASSISTANT EDITORS**
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Lisa Morse
**DISTRIBUTION**
Steve Hietala
**TYPESETTING**
Carol Polack
Kim Pennett
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.
**CONTRIBUTING REPORTER**
Bill Sell

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# IDG UPDATE

INTERNATIONAL DATA CORPORATION, INC. ■ IDC ASIA/HONG KONG ■ INTERNATIONAL DATA GROUP, INC. ■ IDC AUSTRALIA ■ IDC CANADA ■ IDC DEUTSCHLAND/GERMANY ■ IDC EUROPA/LONDON ■ IDC FRANCE ■ IDC IBERIA/SPAIN ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC MEXICO ■ IDC NORWAY ■ IDC SCANDINAVIA ■ IDC SWEDEN ■ WAYNE GREEN ENTERPRISES, INC./PETERBOROUGH ■ LINK RESOURCES, INC. ■ POPULAR COMPUTING, INC./INFOWORLD ■ PC WORLD COMMUNICATIONS, INC. ■ YATES VENTURES, INC. ■ TALMIS, INC. ■ COMPUTERWORLD VENEZUELA ■ IDC BENELUX/NETHERLANDS ■ ASIA COMPUTERWORLD ■ INTERNATIONAL DATA GROUP, INC.

Volume 16, Number 14 April 7, 1986

## IDC Plans For Its Spring Executive Conference

International Data Corporation will be holding their annual Spring Executive Conference this May. The conference will draw upon IDC's extensive primary research as conducted by their Senior Analysts. Throughout the program there will be research-based, solution-oriented insights from IDC analysts, as well as from leading industry experts in such areas as: artificial intelligence; systems integration; mainframes, minis and micros; computer-aided software engineering; distributed databases, ISDN; EDI; networks; CIM; departmental computing alternatives; what to expect from the vendors; and much more.

As a special program feature, IDC is pleased to present Dr. John F. Rockart, Director of the Center for Information Systems Research at the Massachusetts Institute of Technology. Dr. Rockart's widely acclaimed insights into maximizing the resource of information management will be particularly valuable in helping to capitalize on the emerging technologies in various environments.

The purpose of IDC's Spring Executive Conference is to examine issues in light of the next generation of emerging technologies. This intensive, highly focused session presents extensive new research on the part of IDC, plus trend analyses drawn from IDC's 20-year data bank. The program also draws on the insights and experience of key industry leaders to ensure timeliness and relevancy.

"The Impact of Emerging Technologies: New Horizons for Information Management" will be limited strictly to Chief Executives and Senior Executives involved with information systems, data processing, communications, corporate planning, finance, office automation, and office technology planning and implementation.

# More News...

## RUN Sets New Frontiers

*RUN*ing stronger than ever, *RUN* magazine, published by CW Publikationen in West Germany, soars into the year of Halley featuring the Ultimate Programming Contest Ever.

With the loyal help of over fifty prize-donating firms, (C. Itoh, Memorex, Maxell, Enterprise Comp., Okidata, just to name a few), *RUN* sets new frontiers in competition. An Amiga and 300 other prizes, representing a total value of $35,000, are to be won.

MANFRED S. SCHMIDT, Editor-in-Chief, waiting for the hurricane due to seize all of Germany's best programs.

*RUN*/Germany thus overthrows all previously claimed superlatives. The huge number of prize-winning *RUN*ners-up provides an incentive even for the most humble of readers. The entries received will not only project their fields of interest, but also give up-to-date demographics of its active audience.

# People

Congratulations to **PHIL RENTZ** of the IDG Accounting Department and his wife, Catherine, on the birth of their daughter, Lindsay Anne. Lindsay Anne was born on Friday, March 28, weighing in at 8 lbs. 7 oz. and measuring 20 inches. Our best wishes to the happy family!

# Promotions

The *Computerworld* Editorial Staff is pleased to announce the promotion of two of their staff members:

**PAT HEAL ERICKSON** has been promoted to the position of Assistant Chief Copy Editor. Pat joined the copy desk in July, 1984, was promoted to the level two Copy Editor position, and just recently to the Features Copy Editor position. She is experienced in every aspect of work on the copy desk -- from page one, to charts, to editing features, and news. As her promotions indicate, Pat has always performed with a high degree of professionalism and competence.

*Computerworld* Editorial also announces that **KELLY SHEA** has been promoted to Features Copy Editor. Kelly joined the desk in February, 1985 and was promoted to a level two Copy Editor last December. She most recently has taken on responsibility for seeing that page one and the editorial pages get through the production process as fast and smoothly as possible. Kelly's

*From Page 2*

eagerness and high quality work will greatly benefit CW's features.

Please join us in congratulating these fine employees on their promotions, and for a job well done!

# New Employees

**ALAN ALPER**, a new member of the Paramus, New Jersey sales office, will be working as their Mid-Atlantic Correspondent. Alan most recently spent five months as a Senior Writer with the now defunct Computer Industry Daily. Previously, he spent more than five years on the staff of Electronic News, including three years as Senior Editor of Peripherals. Please join in welcoming Alan to the staff!

Network World is pleased to announce their newest addition, **ELEANOR ANGONE**, as New York Saleswoman. Eleanor comes to Network World from Computer Graphics World, where she maintained the #1 market share in a direct five-book contest in a difficult vertical sell. Prior to that, she sold for Business Computing, and earlier for a direct communications publication competitor, Telecommunications Products & Technology, as well as Computer Design and The Office. Let's all join in welcoming Eleanor to Network World!

The Computerworld Editorial Staff is pleased to announce the hiring of **MICHAEL SULLIVAN-TRAINOR** to the Features Group as Senior Writer. Mike most recently worked at Information Development Corporation in Wayland as Editorial Coordinator. He created, developed, and implemented monthly columns, in-depth supplements, and analytical articles for placement in high tech trade publications and general media, such as The Washington Post. He will now be writing for all feature sections: In Depths, Executive Reports, and Product Spotlights, as well as Extra magazine. Let's all give Mike a warm welcome!

# Anniversaries

One-Year Anniversaries

Robyn Johnson, CWC/P
Stanley Kolodziej, CWCI
Richard Mikita, IDC
John Victor, LR

Two-Year Anniversaries

Edward Acly, IDC
Jeffrey Glines, PCW
Steve Rees, IFW
David Sanders, CWCI

Three-Year Anniversaries

Laura Berland, LR
Mary Lewis, IFW

Four-Year Anniversary

Cheryl Aleithe, CWCI

Five-Year Anniversaries

Wayne Bloodworth, LR
Damian Rinaldi, IDC

Six-Year Anniversary

Jenny Charlesworth, CWCI

# Etcetera

The Framingham Post Office has assigned the IDC Framingham Post Office Box a new number. The new number will be Box 9015, replacing Box 955. This number will also become the last four digits of the IDC zip code, i.e. 01710-9015.

Please use the new number on all IDC return addresses and business reply mail.

## Correction!

Last week's IDG Update reported that the CW/Amsterdam office had changed its name and relocated its office. This was an error on our part, and they have experienced neither a change in name nor address. Please note that the correct address for CW/Netherlands is:

CW Communications B.V.
van Eeghenstraat 84
1071 GK Amsterdam
The Netherlands

# Fitness Focus

## The Key To Cancer Prevention

Although cancer continues to take a dreadful toll each year, you can control two major risk factors. If you do, your chances of getting the disease are far fewer.

The two risk factors are: (1) smoking. (2) Your diet; if it's high in fat, low in fiber, and deficient in micronutrients, you're at a much higher risk.

In fact, 65 percent of all cancer deaths are related to these two factors, both of which can be controlled by the individual.

The U.S. Department of Health and Human Services has concluded that 30 percent of cancer deaths - that's 135,000 a year - are related to smoking. About 157,000 cancer deaths are related to dietary factors. Lifestyle and environmental factors are linked to an additional 15 percent of cancer cases. The total then is about 80 percent of cancer cases linked to lifestyle environment.

To a great extent, cancer is a disease of choice!

One of the most obvious steps in preventing it is to quit smoking, or never start. If we cut the number of smokers by half, we could prevent 75,000 smoking-related deaths per year.

*From Page 4*

DIET

The basis principle of an anti-cancer diet is to lower fat intake and increase fiber intake.

According to the National Cancer Institute, dietary fat is linked to the incidence of colorectal cancers. A high intake of dietary fiber in fruits and vegetables, legumes, and whole grain products appears to protect against cancer of the colon and rectum. Colorectal cancer is second only to lung cancer as a cause of cancer deaths.

High fat consumption has also been implicated in breast cancer, which is responsible for about 37,000 deaths annually, and prostate cancer, from which approximately 25,000 men die each year. The risk of breast and uterine cancer seems to be greatest in women who are overweight by 40 percent or more. There is also an increased risk of colon cancer for people who are overweight, says the American Cancer Society.

John Bertino, Professor of Medicine at Yale University School of Medicine, says that most patients who develop cancer of the head and neck were exposed to alcohol and/or tobacco. The association of the two works together in development of cancer, especially of the mouth and throat.

Since fully 80 percent of cancer is linked to lifestyle, you as an individual have the power to decide, in large measure, whether you will have cancer. You make the choice.

# Consider This

## What Do You Know About Friday?

Friday comes from the Anglo-Saxon word, Frigedaeg, which means Frigg's day. Frigg was a goddess of love in Norse mythology.

The Scandinavians considered Friday their luckiest day.

Friday the 13th, which occurs only once in 1986, in June, is associated with bad luck. One of the many explanations for this belief is that Christ was crucified on Friday, and that 13 men were present at the last supper.

People also have called Friday "hangman's day" because it once was the day for the execution of criminals.

One last explanation of Friday, the 13th, was that Christians promoted the idea of its being unlucky because some uncivilized groups had named it a day for unbridled indulgence!

# Classified

### ASSISTANT REVIEW EDITOR

InfoWorld is now interviewing for the position of Assistant Review Editor in its Menlo Park office. This position requires strong organizational skills, some editing/writing ability, and a willingness to work under the deadline pressures of a weekly newspaper. Familiarity with personal computer products is a definite asset. This is an eclectic, demanding job in which you will help manage some forty out-of-house reviewers; select, obtain, and track numerous computer products for review; and monitor the resulting paperwork blizzard. Your editing skills will be applied to two to four reviews a week, from receipt through final edit. Interested applicants may contact Michael McCarthy, InfoWorld Review Editor, at (415) 328-4602.

### TELEMARKETING CLASSIFIED AD COORDINATOR

InfoWorld has an immediate opening in its Advertising Department for a Classified Ad Coordinator. Candidates will perform the following duties: meet weekly ad closing, production, and billing deadlines; take orders over the phone; open and process mail and mail orders; type/copy insertion orders; prepare weekly ad logs; input ads into ATEX computer system; and assemble and mail media kits. Required are: ability to organize and set priorities, flexibility and ability to meet strict deadlines, Good phone manners and a firm command of the English language are also required. Typing, filing and general office skills necessary. Computer knowledge helpful. Interested applicants may contact Cynthia Puig at InfoWorld magazine, (415) 328-4602.

### MARKETING/COMMUNICATIONS MANAGER

InfoWorld magazine has an immediate opening for a Marketing/Communications Manager, to report to the InfoWorld Production Director. Requirements include: background in marketing/promotion development; copywriting/editing/proofreading skills; strong ability to organize and coordinate projects, and to develop and analyze research to employ as most effective sales tools; good understanding of financial work flow -- cost control of projects as related to budgeted assumptions; production/printing knowledge to coordinate projects through print vendors. Familiarity with computers is recommended. Sales support: handle all sales office support requests, as well as fulfilling requests for information regarding research and merchandising projects from advertisers. Develop annual marketing/promotion plan/schedule. Projects include direct mail campaigns, quarterly advertising campaigns to run in-house and in SRDS, advertising effectiveness studies, subscriber studies, media kit collateral, sales promotion tools, in-house research projects. Corporate promo department: liaison between IW and corporate promo/research department. This department acts as an in-house agency to produce necessary research and projects through to, but not including, the printing stage. Trade shows: supply necessary materials and information to group organizing corporate trade shows. Includes making accommodation reservations for all staff members attending show. Contact the InfoWorld Production Director, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

### APPLICATION ANALYST

IDG has an immediate opening for an Application Analyst to support the Finance and Accounting staffs. You will be responsible for maintaining and enhancing the existing accounting applications currently running on a DEC VAX 11/750. The applications are: accounts payable, general ledger, accounts receivable, and fixed assets. You will be part of a team that will analyze and implement future applications and systems. Knowledge of the VMS operating system, DCL, Dibol, and Cobol are a must. You must possess excellent communications and organizational skills. Ability to work as part of a team with minimum supervision is required. Accounting applications program development experience is required. Interested applicants may forward their resume to Sandra Young, IDG. No phone calls, please. EEO M/F.

### REPORTER

InfoWorld's busy Editorial Department has an opening for a Reporter on its news staff. This position reports to the News Editor. We are seeking an entry-level staff member for our weekly newspaper covering the microcomputing community. Duties include the reporting and writing of news stories and the occasional reporting and writing of feature articles. Successful candidates will have at least a B.A. in Journalism or the equivalent, with demonstrated writing and reporting talent, and the ability to meet strict deadlines. Preference will be given to candidates with professional reporting and writing experience, especially on a daily newspaper. Interested candidates should send resume, writing samples, and cover letter to Rory J. O'Connor, News Editor, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

### SUMMER RENTAL

Martha's Vineyard, Edgartown. New 3+ bedrooms, balcony off master bedroom, sleep sofa in loft, (sleeps 8+), 2 baths, and outside shower. Large living area. Very private 1/2 acre. Tennis courts, close to beach. $600 per week, June and September. $950 per week, July and August. Call Karen Wallace at (617) 879-0700, x299; or at home at (617) 429-6417.

### FOR RENT IN BELLINGHAM

Brand new 3-bedroom, one and one-half baths townhouse. Full living room, kitchen, dining room (with deck), and full basement with w/d hookups. Five minutes from Rte. 495. Rent $800 monthly, plus utilities. Occupancy June 1 (possibly May 1). Please call Karen Mandell, CWCI, 879-0700 x495; or after 5:00 p.m. at (617) 655-5364.

### FOR SALE

1983 Monte Carlo. Excellent condition, V6 cylinder, champagne color, many extras. Asking $6,200 or best offer. Please call Robin Poulin, CWCI, 879-0700, x532, between 9 a.m. and 5:30 p.m.

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# IDG UPDATE

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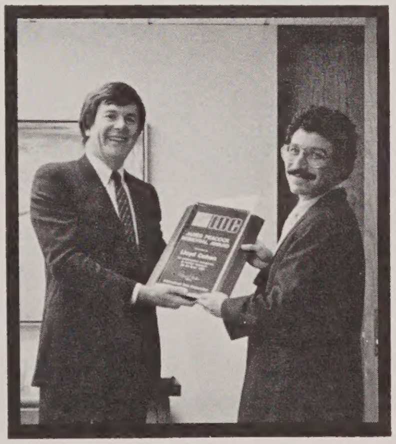
Volume 16, Number 15 April 14, 1986

## James Peacock Awards Presented For '85

**JIM PEACOCK**, a Vice President of IDC for fifteen years until his death in 1981, left us a legacy in many important areas. One of these primary areas is the professional excellence with which he organized a research project, conducted the research, organized the research report, wrote it effectively, and published it right on schedule. The James Peacock Memorial Award was thus established in 1985 to recognize IDC's admiration for the person in IDC's United States operations making the most important contribution in the previous year in terms of professional excellence in organizing, conducting, completing, and effectively communicating the results of that research to IDC clients.

The nominees for the 1985 James Peacock Memorial Award were chosen by IDC President **PETER ROWELL**, and the final awards were presented on Monday, March 31 by IDG Chairman **PAT MCGOVERN**.

Overall winner of the James Peacock Award was presented to **LLOYD COHEN** of IDC's Market Analysis and Statistics (MAST) program. Lloyd had an outstanding year beginning with the publication of the 1985 Census Preliminary Report, being able to follow up with the most complete set of data ever assembled in time for the IDC Briefing Sessions. Lloyd makes significant



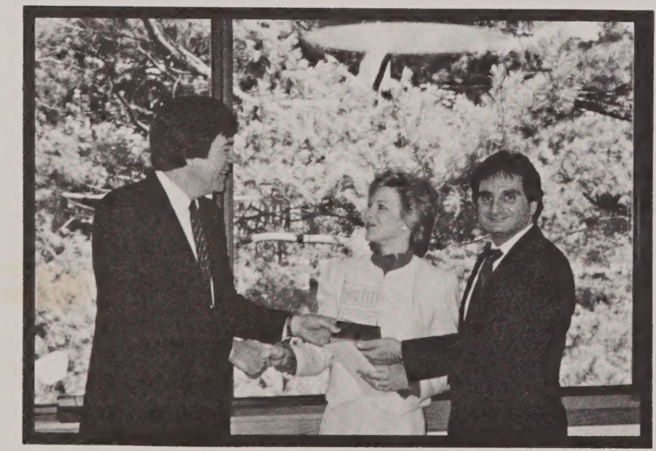
IDG Chairman PAT MCGOVERN presents the James Peacock Award to LLOYD COHEN for his professional excellence in conducting research.

# More News...

*From Page 1*

contributions to each of the programs and is constantly in touch with the press, supplying numbers, forecasts, and estimates. Lloyd analyzed and wrote the Processor Data Book for IDC in his spare time, which turned out to be a fine piece of critical research to many other areas within IDC. Lloyd is hardworking and extremely diligent, and he is often in the office on weekends to put in the extra effort to ensure the high quality of his projects.

Runner-up award was presented to **SANDRA BROWN-IAFOLLA,** Client Services Manager of IDC's Leasing Planning Service. LPS is one of the fastest growing and most successful and profitable products in the history of IDC. Sandy is responsible for personally preparing the quarterly residual memos, while at the same time managing the renewals of over 140 clients.



Chairman PAT MCGOVERN (left) and IDC's V.P. Financial Services CHARLIE GRECO (far right) present the runner-up award to SANDY-BROWN IAFOLLA for her fine work with the successful Leasing Planning Service.

**ILENE GOLDMAN,** Research Analyst for the Workstation Market Program, was also presented the runner-up award. In one year, Ilene was successful in cleaning and scrubbing the IDC terminal numbers to the extent that they are now considered the standard in the industry. Her work has been instrumental in signing new business in the terminal/workstation arena. The terminal reference books have been produced on time and have received rave reviews from several of IDC's major accounts.

ILENE GOLDMAN receives a runner-up award for her diligent work in making IDC's numbers the standard for the industry.

## IDC Prepares For Unix In Focus

"UNIX In Focus" is a two-day seminar being prepared and presented by IDC in conjunction with the Computer Technology Group, a leader in the preparation of educational seminars, classes, and video training in

**Continued on Page 3**

the computer marketplace. To be held at the Hyatt Regency in San Francisco, California on May 29 and 30, "UNIX In Focus" will examine UNIX trends and issues in the corporate environment.

UNIX is a powerful multi-user, multi-tasking operating system that is moving out of its traditional technical marketplace into the corporate market. The entrance of every major minicomputer supplier and most of the major microcomputer suppliers is making MIS directors think seriously about UNIX. The U.S. government has already made significant moves to standardize on UNIX and, in some areas, has made UNIX a requirement.

Key speakers at the seminar will include Thomas F. Cull, Senior Partner of The Westville Group; Joseph G. DiGiacomo, Vice President, UNIX Product Development for Computer Technology Group; **JOHN KIEFER**, Vice President of IDC's Western Operations; and **BRADLEY THORPE**, Director of Market Research Services for IDC West.

# Promotions

Congratulations to **LORY ZOTTOLA**, who has left the Computerworld Copy Desk to become Managing Editor for Computerworld Focus. While Lory's loss to CW will be significant, it represents a well deserved step up to a management position where her production and editing experience will greatly benefit CW Focus. Please wish her the best in her new position.

# Transfers

Congratulations to **DOUG NORDE**, who has joined the Circulation Department at PC World as Promotions Coordinator. As Coordinator, Doug will assist the Circulation Manager with the direct mail campaigns for PC World, Macworld, and Publish!; he will be involved in exploring other sources of subscriptions; and he will lend his computer skills to statistical reporting. Doug has worked with PCW for two years, most recently as Operations Manager in Single Copy Sales. He brings with him, among other things, an eagerness to get involved with promotions. Welcome aboard, Doug!

# New Employees

Welcome aboard to **DAVID BRIGHT**, who has been hired as a Senior Writer for Computerworld, bringing the Senior Writer corps up to full staff for the first time in recent history. David has been a freelance writer, and has published stories in Electronic Business, The Boston Herald, and the Quincy Patriot Ledger. From 1982 through late 1985 he was an Assistant Editor with Mini-Micro Systems, the Cahners publication, where he wrote news and features concerning the minicomputer industry. David will primarily be working on micro hardware and user issues and is expected to contribute to our ongoing efforts to increase the depth of our coverage in the micro area. Best of luck in your new position, David!

Welcome to **DR. ULRICH PROBST-BECK**, the new Executive Manager of CW Communications, Services & Education Branch of Computerworld in Munich, West Germany. Since the beginning of this year, Dr. Probst-Beck bears responsibility for the seminar branch of Computerwoche. Despite the huge amount of information that governs the data processing market, there is a lack of strategies, especially in the West German market, which could help to unveil possible future trends, in technical as well as in economical respects. It is the main task of this seminar branch to contribute to delivering these guidelines.

To handle the increasing number of studies and research projects for Micro Marketworld, Network World and Infoworld, CW Communications, Inc. is pleased to announce the addition of **PHYLLIS WISHNIE** to the CW Communications Research Department as Market Research Analyst. In this position Phyllis will be responsible for the coordination, design, and execution of research studies for each of these publications. Phyllis comes to CWCI with a very strong background in research and statistics. Most recently she was with the Transportation Systems Center, where she was an Operations Research Analyst. Please join us in giving Phyllis a warm welcome.

# Anniversaries

## One-Year Anniversaries

Kelly DeKoning, CWC/P
Gerry Foss, WGE
Sam Greene, WGE
Jean Louthan, IDG
Vivian Mattila, CWC/P
Bonnie McKibbin, CWC/P
Cindy Pirkey, WGE
Melissa Strayton, CWCI

## Two-Year Anniversaries

Kathryn Dodge, WGE
Bruce Hedin, WGE
Pauline Jerome, WGE
Dawn Matthews, CWC/P
Karen Wallace, CWCI
Alisson Walsh, CWC/P
Lou Waryncia, WGE

## Three-Year Anniversaries

Paul Boule, CWC/P
David Grober, CWCI
George Harrar, CWCI
Penelope Rigby, PCW

## Five-Year Anniversaries

Barbara Hill, CWCI
Steve Jewett, WGE
Diane Ritson, WGE

# Fitness Focus

## The Importance of Having A Primary Care Physician

With today's surge in HMOs (Health Maintenance Organizations) we are hearing more about Primary Care Physicians. It is a requirement in most of the

*Continued on Page 5*

IDG
INTERNATIONAL DATA GROUP

TO: All IDG U.S. Employees
FROM: Patrick McGovern
DATE: April 14, 1986
SUBJECT: Annual Domestic Employee Survey

The Annual Employee Survey forms have been mailed to each employee's home address. You should have received your copy, and hopefully, taken a few moments to answer the questionnaire.

All responses will be kept strictly confidential and will be combined with others in your department to provide an overall department evaluation for management's review.

If you have not yet received a copy of your survey, please contact Mary Dolaher, Executive Assistant to the Chairman, for another copy. She may be reached at (617) 875-5000, extension 440. All survey responses are requested to be returned to my attention by April 20.

Thank you for taking the time to submit your thoughts and suggestions in order to ensure that IDG and its subsidiaries remain the leaders in our marketplace as well as an excellent place to work.

With best regards,

Pat

HMOs in the country to choose a primary care physician, but it is of equal importance to all of us, whether we have medical insurance or not, to have a primary care physician.

By establishing an ongoing relationship with a doctor, you have someone who is familiar with your total health and basic lifestyle. The more your doctor knows about you the better able he or she is to help you. If the doctor you choose for your primary care physician is an internist or a family practitioner, he or she can easily assume the responsibility of health care for your entire family, thus ensuring an even greater patient/doctor relationship.

Your doctor can also act as your "medical manager" by keeping all of your medical records in one convenient location and monitoring tests, treatments, inoculations, and medications. This can cut down on the risk, as well as the cost, of duplicating tests, or prescribing a medication that you may have had a negative reaction to in the past.

In the case of an emergency or a special problem, you will have a knowledgeable expert to refer you to a competent specialist to handle your medical needs.

# Consider This

## Manage Yourself To Manage Time

We all know three things about time: ( 1) It passes at a predetermined rate. ( 2) It is irreplaceable. ( 3) It is unmanageable.

Some of us have found the latter to be especially true. It seems there aren't enough hours in the day to get everything done. But there are ways we can learn to manage tasks we have within a given amount of time, if we can't manage time itself. The "Pareto Principle" maintains that 20% activity will equal 80% activity if you capitalize on the 20%. Our aim should not be to be perfect, but to be our personal best.

Below are some considerations for your better time management.

- Get organized
- Plan ahead
- Tidy up
- Set goals
- Be decisive
- Control interruptions
- Communicate effectively
- Relax constructively

Time cannot be totally compartmentalized into sections to be used as we see fit. It would be unrealistic to think that we should all account for every 15 minutes of every day. All the joy would be taken out of life if we all took the above list to heart and tried to live by it literally. But we can all try to adapt the suggestions to our work lives and thus become more productive people.

# Classified

MARKETING/COMMUNICATIONS MANAGER

InfoWorld magazine has an immediate opening for a Marketing/Communications Manager to report to the Infoworld Production Director. A background in marketing/promotion development is required, as is the following: Copy writing/editing/proofreading skills; strong ability to organize and coordinate projects, and to develop and analyze research to employ as most effective sales tools. A good understanding of financial work flow; cost control of projects as related to budgeted assumptions. Production/printing knowledge to coordinate projects through print vendors. Familiarity with computers is recommended. Responsibilities include: Sales support, handling all sales office support requests, as well as fulfilling requests for information regarding research and merchandising projects from advertisers. Develop annual marketing/promotion plan/schedule. Projects include direct mail campaigns, quarterly advertising campaigns to run in-house and in SRDS, advertising effectiveness studies, subscriber studies, media kit collateral, sales promo tools, in-house research projects. Corporate promo dept: Liaison between IW and corporate promo/research department. Trade shows: Supply all necessary materials and information to group organizing corporate trade shows. Includes making accommodation reservations for all staff members attending show. To apply, contact the InfoWorld Production Director at InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602.

PART-TIME ASSISTANT

CW Communications needs someone dependable to work part-time in its very busy Research Department. Some typing skills are required, but no other experience is necessary. Duties will include coding questionnaires, working on a CRT, answering phones, and other miscellaneous duties. Hours are 15-20 per week, either mornings or afternoons. To apply please call Mary Ann MacAuley at (617) 879-0700, x529.

FOR SALE

1982 KZ-550 motorcycle. Oil and filter changed every thousand miles. Very clean and in excellent condition. Bought as a leftover in July, 1984. 5,000 miles. Extras include: Kerker exhaust, ATK fork brace, superbike handle bars, Marzoochi gas shocks, and Derale oil cooler. Call Michael Burke at Wayne Green Enterprises, (603) 924-9261, or (603) 924-6066 after 5:00 p.m. for more details.

FOR SALE

Parakeet for sale. Recently moved, and have to get rid of parakeet. Very good bird. Needs a home or I will have to let him go. Paid $65 with cage. Asking $30 for bird, cage, and food, or best offer. Willing to give away for free if I have to so he can live. Call Kevin Smith at IDG, (617) 875-5000, x438.

FOR SALE

1977 Buick Electra, fully loaded. A/C, P/B, P/S, tilt wheel, auto door locks, AM/FM stereo, cruise control. Runs well. Well maintained. No problems. Asking $2,000. Call Nanci Grindlinger at IDG, (617) 875-5000, x436; or (617) 879-6455, after 6:00 p.m.

FOR SALE

Canon AE1, 35mm camera. Like new, comes with flash and case. $100. Call Suzanne Weixel at Computerworld, (617) 879-0700, x387.

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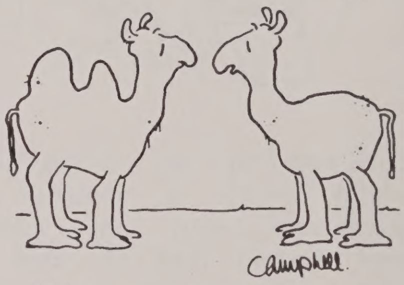

"I think my back's gone out again."

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IDG UPDATE

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The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, Inc., 5 Speen Street, Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme Mailbox: IDG.UPDATE.

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# IDG UPDATE

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Volume 16, Number 16 April 21, 1986

# Lee Vidmer Appointed President of New CWCI Subsidiary

IDG Chairman **PATRICK MCGOVERN** and IDG President **WALTER BOYD** recently announced the promotion of **LEE VIDMER** to President of a newly formed subsidiary of CW Communications, which will be named "CWCI Framingham". This subsidiary will consist of the operating groups of CW Communications, namely, Micro Marketworld, Network World and Computerworld.

Lee Vidmer, who until now has been the Executive Vice President of CW Communications, will become the President and Chief Operating Officer of this new operating company. Lee has been with CWCI for eleven years, first joining the company as the Production Manager of Computerworld. She was later promoted to Senior Vice President, and then to Executive Vice President of the corporation. Please join us in wishing Lee all the best of luck in her new position.

Lee Vidmer

CW COMMUNICATIONS/INC.

# Spotlight

## IDC's Information Center

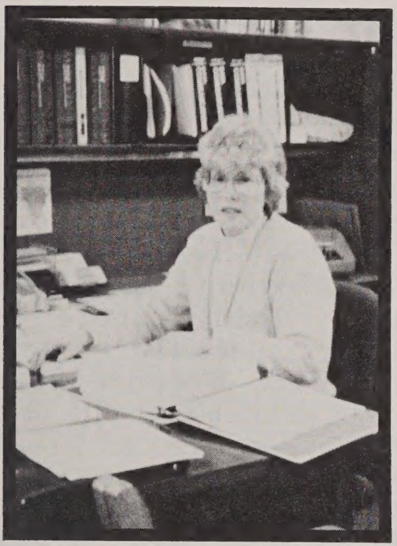
The IDC Information Center in the Framingham headquarters provides a variety of services, not only to IDC Framingham employees, but also to all IDC domestic and international offices, Link Resources, Computerworld, and IDG. The Information Center also assists clients with reference and referrals. Many IDC clients use the Information Center frequently for its vast quantity and quality of materials.

The Information Center houses a variety of data processing and related materials, including company files, annual reports, reference material, consultants guides, periodicals, newspapers and newsletters, government statistics, seminars and conference announcements, dialog, indexes, and IDC and Link Resources reports.

**MARY JO MCSORLEY,** Manager of the Information Center since January, 1982, is responsible for present and future information requirements of the IDC Corporate Library. She develops the reference and business materials collection; and she provides reference assistance, online literature searching, and develops and maintains IDC's On-Line Research Index. Mary Jo was previously a Reference Librarian for the Research and Development Division of Data General Corporation in Westborough, Massachusetts. She holds a Masters Degree in Library Science from Simmons College, and a Bachelor of Science Degree in Psychology and Library Science from Worcester State College. In her free time Mary Jo enjoys walks, reading, antique and collectible shopping, furniture refinishing, flea markets, and spending time with her husband, Greg, and their dog, "Sparkles."

Mary Jo McSorley

**DEE CLARK** is the IDC Librarian. She was previously employed as a Sales Coordinator/Secretary for a paint manufacturer in Ashland, Massachusetts. Her responsibilities with IDC include helping employees and clients in their use of the library; maintaining and developing the company, subject, and financial files; compiling the daily news clipping service;



Dee Clark

updating and filing reference material, newspapers, magazines, newsletters, and material for the IDC files; and generally assisting in the daily operation of the library by answering the phone, typing, and sorting mail. In 1984 Dee was named International Inquiry Contact to handle inquiries from IDC's international offices, and to date the IDC Information Center has answered well over 500 inquiries. Dee is continuing her education at Dean Junior College, and has completed liberal arts and computer courses. She enjoys cross-country skiing, camping, canoeing, fishing, reading, and dining out.

INTERNATIONAL DATA CORPORATION

# More News...

## First Issue Date Set For Publish!

"PC World Communications, Inc. has closed purchase agreements to acquire Desktop Publishing magazine from Bove and Rhodes Associates," PCW President **BART RHOADES** has announced.

PCWCI editors will refine and develop Desktop Publishing's pioneering work to create a magazine aimed at the emerging field of personal publishing. The new magazine, Publish! The Magazine of Desktop and Personal Computer Publishing, will appear first as an insert in the July issues of PC World and Macworld magazines. It will be available at newsstands and by subscription by September 1.

**SUSAN GUBERNAT**, former Associate Editor of PC World and Editor-in-Chief of inCider, has been appointed Editor of Publish! She will be assisted by **BRUCE RASKIN**, Managing Editor; **JIM FELICI**, Technical Editor; **JOSE ARCELLANA**, Associate Editor; **BONNIE MONTE**, Senior Copy Editor; **BRUCE CHARONNAT**, Art Director; **PENNY RIGBY**, National Sales Manager, and **MAY SUI**, Editorial Assistant.

**TONY BOVE** and **CHERYL RHODES**, creators of Desktop Publishing magazine, will join the Publish! team as Contributing Editors. **DAVID BUNNELL** will be Editor-in-Chief and Publisher.

According to David Bunnell, Publish! will be "a testing lab for PC publishing technology." The magazine will be written, edited and produced entirely with state-of-the-art, personal computer-based systems.

Publish! is written for communications professionals and publishers who use personal, computer-based systems. Its features and columns will answer questions abut using personal computers with laser printers, plotters, digitizers, word processors, page makeup software, and the new PC-interface typesetting machines. The magazine will report on stand-alone systems as well as fully networked editorial systems. Personal computers to be covered in Publish! range from the Apple Macintosh to IBM-PC/AT, and more powerful PCs such as the IBM-PC/RT and the Sun Micro.

# People

**DR. ULRICH PROBST-BECK** of the Communications, Services & Education branch of CW Publikationen in Germany recently held a seminar on Expert Systems and Artificial Intelligence in Munich. The number of participants at the seminar exceeded all expectations, and attendees requested a repeat of the seminar at the end of this year. The demand for information on artificial intelligence and the application of expert systems was especially great. Congratulations on your fine results!

# New Employees

Welcome to **STEVEN ULFELDER**, who joins the Computerworld Copy Desk. Steven is a graduate of Ohio Wesleyan University in Delaware, Ohio, where he received his Bachelors Degree in English, with a concentration in creative writing. He most recently worked as a Proofreader at Keyboard Communications Inc. in Braintree, Massachusetts. Welcome to the team, Steven, and best wishes for much success with CW!

Also new to CWCI, **DAVID LUDLUM** will inaugurate the position of Senior Editor of the Management and International Sections of Computerworld. David will begin to work immediately on increasing CW's coverage of DP/MIS management issues. He brings with him almost seven years of daily reporting experience, and for the past 1-1/2 years has been a member of the Business News Department for The Patriot Ledger in Quincy, Massachusetts. Prior to that position David worked for a year with with United Press International in Hartford, Connecticut, a year as a stringer with the Philadelphia Inquirer, and he began his career with stints at daily papers in New Hampshire. David is a 1976 graduate of Trinity College with a Degree in Economics, and spent a summer at the Columbia University School of Journalism. Best wishes for future success, David!

CWCI is pleased to announce that **LAURA FREDERICKSON** has joined Computerworld's Editorial Department as its new Editorial Assistant. Laura comes to CW from Creamer, Dickson, Basford, Inc., where she worked as Secretary/Receptionist. Prior to that she was an Editorial Assistant at Twayne Publishers in Boston. Welcome aboard, Laura!

Also new to the CW Copy Desk are **DAVID BROMLEY** and **DAVID RUBIN.**

David Bromley is a 1978 graduate of Beloit College with a B.A. in Theatre Arts. He most recently worked as a Free-lance Copy Writer for a marketing agency, writing promotional material for AT&T's Opportunity Calling Local Guides.

David Rubin is a 1985 graduate of Tufts University with a B.A. in Latin. He most recently worked as an Editorial Assistant/Copy Editor for Digital Review magazine in Boston, where he copy edited and proofread articles concerning DEC and DEC-compatible products.

Welcome to both of you, and good luck!

# Anniversaries

### Two-Year Anniversaries

Valerie Bernas, IDC
Kathy Cahill, CWCI
Robert Callery, IDC
Jeff Cordeiro, CWCI
Lisa Guisbond, CWCI
Marjorie Semilof, CWCI
Bob Wallace, CWCI

### Three-Year Anniversaries

Deborah Bourgault, CWC/P
Kathleen Haberek, IFW
Janet McGinnis, PCW

### Four-Year Anniversaries

Robert Dornan, IDC
Heather Paquette, CWC/P

### Five-Year Anniversaries

Debra Davies, CWC/P
Donna Wohlfarth, CWC/P

### Six-Year Anniversary

Robert Maloney, CWC/P

### Eight-Year Anniversary

Dion Owens/Kanner, CWC/P

# Fitness Focus

## Dangers of Gravity Inversion Devices

An estimated one million Americans are using gravity inversion devices to relieve lower-back pain. Devices such as gravity boots and "swings" use the body's weight to decompress the spine and decrease pressure between vertebral disks.

Medical researchers, however, find that gravity inversion therapy can significantly raise blood pressure, pulse rates, and eye pressure. The technique, therefore, is not recommended for persons with conditions such as high blood pressure, diabetes, heart ailments, arrhythmias, detached retinas, or severe forms of back trouble. Always consult a physician before starting gravity inversion therapy.

A gravity inversion device that is safer and more sophisticated than gravity boots is the "oscillating table" or swing, according to the Chicago School of Osteopathic Medicine. The user controls the degree of tilt simply by arm movements and, in some experiments, users feel so relaxed they nearly fall asleep. In fact, blood pressure and heart rates can actually decrease slightly.

[Reprinted courtesy of "Small Business Report," 2/86.]

# Classified

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EXECUTIVE ASSISTANT TO THE CHAIRMAN
BUSINESS ANALYSIS & DEVELOPMENT

The Chairman of the Board of IDG is seeking an Executive Assistant whose principal activity will be business analysis and development. This position reports directly to the Chairman. Responsibilities include: Assist the Chairman in the identification of new information service opportunities in the area of information technology. Help to evaluate these opportunities in terms of market need, target customers, competitive analysis, and revenue and profit potential. Assist the Chairman in reviewing business plans for proposed acquisition or start-up of information service businesses. Organize market research activities to validate the proposed revenue for the business, and gather trade and business information to validate the appropriateness of the proposed level of expenses. Assist the Chairman in the review and evaluation of the market position, business potential and competitive effectiveness of current IDG products and services. You will have liaison with: Presidents of IDG subsidiaries, Publishers and business center heads of IDG companies. For information contact: Steve Woit, Director of Business Development, Personal Computer Publications, IDG, 5 Speen Street, Framingham, MA 01701. (617) 875-5000, x419.

COPY EDITOR

RUN magazine, published by CW Communications/Peterborough, is now accepting applications for the position of Copy Editor. This person will be responsible for the initial editing of the magazine's columns and articles. Strong writing/editing skills are required. Must be able to handle deadline pressure, and be a hard worker with a good command of the English language. Familiarity with computers is considered a plus. A Journalism or English Degree, or the equivalent in work experience, is desirable. Contact Dennis Brisson at RUN Editorial, CWC/P, 80 Pine Street, Peterborough, NH 03458, (603) 924-9471.

ART DIRECTOR

CW Communications/Peterborough announces an opening for the position of Art Director of RUN and AmigaWorld magazines. Candidates must have at least 3-5 years experience in publication design and must have a thorough knowledge of production and printing operations. Responsibilities include: cover and interior design, editorial layout and internal concepts, photography direction, contracting illustrators, management of design and production staffs, management of monthly budgets, and interface with outside vendors. Please send resumes to Steve Twombly, RUN Publisher, CWC/Peterborough, 80 Pine Street, Peterborough, NH 03458.

ROOMMATE WANTED

A fourth roommate wanted for a four-bedroom, two-story, sunny apartment in Arlington. Nonsmoker. Sublease through August 31, with possibility of continuing lease. $300/month, plus utilities. Short walk to Massachusetts Avenue bus and subway, By Spy Pond, near Route 2 exit. About a 30-minute commute to Framingham. Call Mark Pine at IDC in Framingham, (617) 872-8200, x219; or at (617) 648-4363.

FOR SALE

1984 Subaru Brat 4x4. Four-wheel drive; silver gray with red/gold trim; automatic transmission; tilt wheel; AM/FM stereo; split rear window; fiberglass cap. 30,000 miles. $6,000, or best offer. Contact Donna Raimondi at CW Editorial, (617) 879-0700, x336.

ROOMMATE WANTED

Two females looking for a third female to share large three-bedroom apartment in Brighton, Massachusetts. Free parking on street. Five minute walk to the "T," and a ten-minute drive to the Massachusetts Turnpike. Available now. Nonsmoker. No pets. For details, call Kristie Van Valkinburgh at (617) 879-0700, x566.

RIDE NEEDED

Summer intern needs a ride to/from Speen Street in Framingham from the Massachusetts Bay Community College/Route 9 area of Wellesley, Massachusetts. If you can help out, contact Tim Caffrey of IDC Framingham at (617) 872-8200, x217.

**CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?**

IDG Update classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Vickie Harding, Assistant Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your Name: ______________________________

Company: ______________________________

Telephone: ______________________________

Text: ______________________________

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IDG UPDATE

Volume 16, Number 17 April 28, 1986

# New Appointments at CWCI

It gives us great pleasure to announce that **AXEL LEBLOIS** has been selected to be the new Corporate Chairman and Chief Executive Officer of CW Communications/Inc. worldwide. This position is currently held by **PAT MCGOVERN. TOM CASALEGNO** has been selected to be the new President and Chief Operating Officer of CW Communications/Inc. worldwide. This position is currently held by **WALTER BOYD**. Both Axel and Tom will officially assume their posts later this year upon election by the Board of Directors of CW Communications/Inc.

Pat McGovern continues in his position as Board Chairman of CW Communications/Inc. and Chairman and Chief Executive Officer of International Data Group. Walter Boyd continues in his position as a Director of CW Communications/Inc. and as President and Chief Operating Officer of International Data Group.

Axel Leblois

Axel Leblois has most recently been the Managing Director of our successful French operations based in Paris and the Regional Vice President for Southern Europe. Axel will be moving to world headquarters in Framingham this summer.

*(continued on Page 2)*

## New Appointments (con'd)

Tom Casalegno, who is currently the President of PCI, Inc. (Infoworld), will also be moving back to Framingham in the near future after a new President has been appointed for PCI in Menlo Park, California.

InfoWorld
InfoWorld

**Tom Casalegno**

With the addition of these two key executives to the CWCI management team we will be well positioned to take advantage of the expanding opportunities open to CWCI and will broaden our ability to continue to grow and prosper.

# More News ...

## IDC Reorganizes

On April 3rd, IDC reorganized IDC Framingham, IDC Washington and the domestic sales operations into a new structure that closely reflects the structure of the market it serves. On April 11th, the IDC West division was reorganized to align itself with this new structure.

IDC U.S. (excluding Link Resources) is now organized around five Business Units, one Research and Analysis unit, and three Support units.

The five business units are as follows: IDC Information Industry (Vendor) Services, headed up by **BILL FORD**. In addition to the dedicated sales and marketing team, this unit also includes the market-unique products of International Services (**JACK HART**), AT&T Advisory Services (**JEAN YATES**) and Semiconductor Services (**MICHAEL GROSS**). New Product Marketing (**JOHN KIEFER**) and Newsletter Marketing and Administration (**CAROL POWERS**) are also in this group.

The second business unit is the IDC Information Systems (User & Government) Strategy Services, headed by **MARINA YOUNG**. This unit consists of the PIMS, FEDS, and training products.

The third business unit is IDC Financial Services, headed by **CHARLIE GRECO**. Fourth is IDC Publishing Services headed by **JOE LEVY**, and fifth is IDC Consulting Services, headed by **NANCY SCULL**.

The Research and Analysis Group of IDC is under the direction of **TOM WILLMOTT**. This group contains IDC's market research, analysis and statistical team, its survey design and database management team, its industry and technology experts, together with the Production Department.

The three Support Units consists of Corporate Marketing, under the direction of **JOE LEVY**, Corporate Research, headed by **WILL ZACHMANN**, and Corporate Services, headed by **JUDY KRAMER**.

Link Resources, a division of International Data Corporation, is unaffected by this reorganization.

*(continued on Page 4)*

# IDG Chairman's Quarterly Report

April 28, 1986

Dear Member of the IDG Family:

We are off to a good start this year. Our net sales worldwide for the past quarter were $52 million, up 23% over the first quarter of 1985. Our expenses were up a modest 13%, so our after-tax profit margin for the quarter was 8% compared to 4.5% a year ago.

This good start is a reflection of the enhanced quality of our products and services, coupled with attentive customer service. Also, the continuing recovery of the computer/communications markets was notable during the quarter. Things started slowly in January with delayed bookings. February got better. March was on plan for most business units. April looks like most units worldwide will be over plan.

Our growth came from increases in market share of our current publication and research services, and the launch of new business activities. CW Communications grew to 68 publications during the quarter. New magazines were launched for the Desktop Publishing field, for Digital Equipment Corporation's computer users, and for the users of computers in education.

IDC recently enhanced its ability to service its growing customer base by organizing into five market-focused business centers in the U.S. These are: IDC Information Industry Services — serving the manufacturers, distributors and suppliers of computer and/or communication products; IDC Information Systems Strategy Services — for organizations which use computer-based systems; IDC Financial Services — for the financial, investment and leasing community; IDC Publishing Services — for publishers; and IDC Consulting Services — for people needing custom research studies. In addition, IDC has established a Research and Analysis Group, consisting of IDC's experts in markets, technology, and the industry, as well as its research, analysis, and statistical research team.

InfoWorld, after years of substantial losses, has turned around dramatically. Its growth in advertising pages and marketshare, and in circulation, has been excellent over the past nine months. And last month, InfoWorld began to make a profit! It is clearly on its way to becoming a first-rate success story.

All indications are that we are in the midst of a fine second quarter.

With best regards,

Pat McGovern

Patrick J. McGovern
Chairman/CEO
International Data Group

## IDC Reorganizes (con'd)

IDC's Management team will consist of IDC's President **PETER ROWELL**, the heads of the five Business Units, and the head of the Research and Analysis Group.

This new structure directs the company towards greater market opportunities and focuses on financial performance. It is one that will maximize IDC's growth and financial performance over the coming years.

# Promotions

Congratulations to **MARGARET O'REILLY** who was recently promoted to National Advertising Manager of PC World magazine. She was formerly Western Advertising Manager in the Advertising Sales Department of PC World Communications in San Francisco, California. Best wishes for much success in your new position, Margaret!

# New Employees

Welcome aboard to **DEAN TILIAKOS** who has been hired as Administrative Sales Assistant in the Ad Sales Department of PC World Communications, Inc. Dean comes to PCW from Marsh McLennan where he was an administrative assistant for two years. Welcome to the team, Dean!

PC World is also pleased to announce that **PATRICIA (TRISH) HARRINGTON** has joined the Midwest office of PC World and Macworld as Administrative Sales Assistant for the Midwest Advertising Manager. Trish comes to PCW from a similar position with Computer Graphics World and Computer Design (Pennwell Publishing) and will be a valuable addition to the Midwest staff. Her hobbies include reading, sports, camping and the outdoors. Please join in welcoming Trish to our staff.

# Anniversaries

One-Year Anniversaries

Jeffrey Babineau, CWCI
Marcia Mason, IFW
John Merullo, CWCI

Two-Year Anniversaries

Barbara Bannon, CWCI
Penelope Janzen, CWCI
Otto Waldorf, PCW
Lory Zottola, CWCI

Three-Year Anniversaries

Mike Anzalone, IDG
Mary DeCristoforo, CWCI

Six-Year Anniversary

Mike Masters, CWCI

# Consider This

## Dealing With The Indispensable Person

How well you run your department or section depends upon a number of factors. However, there is one factor which is too often overlooked, a factor that can seriously affect the continuity and efficiency of an entire organization's operations, and that is the tendency to permit individual employees to become the so-called indispensable man or woman.

It is akin to human nature for many workers to jealously consider work assigned to them over a period of time to be their personal domain. They don't even want others to know how to do their work, since this seems to threaten their position. How can the indispensable person syndrome and a supervisor's related headaches be avoided? The answers are rather simple:

1.) Prepare easy to understand, written procedures which a person, filling in for another, can follow.

2.) Rotate people in various jobs to the extent practicle. Not only will the supervisor build a supply of experienced substitutes, but he will inject enthusiasm that will promote a high level of morale among his people.

3.) Have people work as teams to the extent practicle.

4.) When assigning work, do it so each worker regularly does a portion of the overall workload instead of just a segment of it.

5.) Establish a program of training whereby each person is taught a portion of someone else's work.

# Classified

## EXECUTIVE ASSISTANT TO THE CHAIRMAN/ BUSINESS ANALYSIS & DEVELOPMENT

The Chairman of the Board of IDG is seeking an Executive Assistant whose principal activity will be business analysis and development. This position reports directly to the Chairman. Responsibilities include: Assist the Chairman in the identification of new information service opportunities in the area of information technology. Help to evaluate these opportunities in terms of market need, target customers, competitive analysis, and revenue and profit potential. Assist the Chairman in reviewing business plans for proposed acquisition or start-up of information service businesses. Organize market research activities to validate the proposed revenue for the business, and gather trade and business information to validate the appropriateness of the proposed level of expenses. Assist the Chairman in the review and evaluation of the market position, business potential and competitive effectiveness of current IDG products and services. Liaison with: Presidents of IDG subsidiaries, publishers and business center heads of IDG companies. For information contact Steve Woit, Director of Business Development, Personal Computer Publications, IDG, (617) 875-5000, x419.

## DIRECTOR OF CORPORATE COMMUNICATIONS

This position has responsibility for the following activities: Press relations - prepare and distribute news announcements issued by IDG. Provide advice and guidance to press relations activities at companies within the IDG family. IDG Customer Communications - coordinate the preparation of the annual report describing IDG's activities, values, goals and objectives. This report will be distributed to leading customers of IDG member families, and to employees and their families, and to employee candidates. Internal Communications - oversee the preparation and distribution of the IDG Update, our weekly internal newsletter. Also oversee the preparation of progress reports and other communications from IDG to inform employees in the IDG family of the activity, personnel accomplishments and progress within the company. Speech support - assist in the preparation of text and audio/ visual support for speeches to be given by senior management at IDG to public audiences. Corporate Identity - create a strong recognition for IDG as a worldwide organization, enjoying rapid growth, and maintaining the number 1 position as the leading supplier of information services on information technology. Arrange appropriate press communications events to ensure that all current and potential customers are aware of the strengths and capabilities of the total IDG organization to reinforce the efforts of each member company of IDG in obtaining its individual revenue and profit goals. This position reports directly to the Chairman of the Board of IDG. Send background, experience and qualifications in writing to: Patrick J. McGovern, Chairman, IDG, P.O. Box 1450, 5 Speen St., Framingham, MA 01701.

## GRAPHICS ASSISTANT

The Production Department of CW Communications, Inc. in Framingham is seeking a Graphics Assistant to report to the Editorial Department design editor. You will assist the graphics editor in the production of designated charts, graphs and informational graphics on a part-time basis approximately 20 hours a week. Duties include: working closely with the graphics editor to learn the design philosophy for Computerworld's graphics; preparing charts and graphics as assigned for Computerworld and its special annual publications under the direction of the graphics editor and in keeping with the Computerworld style; interact with typesetting department as required to produce charts and graphs under deadlines given by the graphics editor; act as primary backup to the graphics editor, and other job-related duties. At least one year of newspaper or magazine design experience with an emphasis on chart and graph conception and production is required. A demonstrated ability to turn data into informational graphics quickly in order to meet tight deadlines, as well as demonstrated strong sense of typographical design is required. Apply to Production Manager, Computerworld, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

### MARKETING DIRECTOR

CW Communications has created a new position for someone who has the marketing and management skills necessary to develop and manage the marketing plan for America's largest specialized business publication, Computerworld. You will be reporting directly to the publisher, and will work in close cooperation with the sales, sales promotion, and research staffs to design and execute effective marketing plans for Computerworld. You must have at least ten years of experience in both sales and marketing, including some experience with business publications. You also must have a detailed knowledge of the computer business. A demonstrated abillity to design and execute marketing programs is also required. To apply, send a detailed letter to Don Fagan at CWCI, 375 Cochituate Road, Framingham, MA 01701.

### COMPUTER JOURNALISM SUMMER INTERNSHIP

CW Communications has a summer intern position open (June 1-August 31) on the staff of Computerworld. Candidates should have journalism coursework/experience, good organizational and writing skills, and an interest or background in computer technology. The primary role of the intern would be to act as assistant to the new products editor. Duties would include: help with sorting of new product press releases, make follow up calls to vendors to get information missing from press releases, maintain new product database, write and/or edit product stories, track photos, write headlines, proofread page proofs of weekly new product section. An intern might also do telephone research for survey, news and feature stories, prepare chart material for publication, write/edit short columns or features for new pages. This is a 40 hour per week, three-month internship position. Send resume and work samples to Sharon Frederick, Executive Editor, Computerworld, Box 9171, Framingham, MA 01701-9171.

### ATEX SYSTEM COMPUTER OPERATOR

CW Communications MIS department has an immediate opening for an Atex Publishing Systems Computer Operator. This position will entail many tasks associated with the deadline controlled operating environment of this position. Some tasks will include archiving of articles onto a tape library, repair and maintenance of the Atex Systems to board level, and nightly database maintenance of the Atex System and PC networks. One year systems operations experience necessary. Please submit resume to Jeffrey Pennett, Operations Manager, CW Communications, P.O. Box 9171, Framingham, MA 01701-9171. No phone calls please.

**IDG UPDATE**

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**FITNESS FOCUS**
Susan Perry
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# IDG UPDATE

Volume 16, Number 18 May 5, 1986

## CW Australia Publishes IBM Supplement

Computerworld Australia has published the first issue of IBM World as a pull-out supplement for current subscribers to Computerworld Australia and to PC World Australia. It proved to be a winner with advertisers, running 56 pages of ads with a good percentage of color, representing an excellent response in a comparatively small marketplace.

Computerworld
australia
SPECIAL PULL-OUT
EXTRA
IBM
WORLD
Spawned a million startups
. . . won a generation of users.

IBM in Australia also bought 5,000 issues for distribution to its staff and clients. The theme of the "tabazine" was "IBM spawned a million start-ups, won a generation of users."

Computerworld Australia hopes to publish another edition later this year, and to also produce a Digital Equipment publication along similar lines.

Keep up the good work, CW/Australia!

## CW Section Chosen For Exhibition

The cover of the May 6, 1985 Computerworld Update section was recently selected for exhibition at the Boston Art Directors Club show to be held this June.

The cover illustration was done by Karen Watson, a well-known Boston artist. **GLENN RIFKIN**, now Senior Editor of Computerworld Features, and then Update Section Editor, came up with the concept for the cover. The design was handled by **CHUCK LADOUCEUR**, **TOM MONAHAN**, and **MARJORIE MAGOWAN**. The work will soon be on display at the Boston Art Directors Show.

*(Continued on page 2)*

## CW Section (con'd)

For those who do not recall, the Update section was eventually incorporated into the new Executive Report section of Computerworld on January 1, 1986.

Congratulations to the three CWCIers who made this particular issue such a success!

# New Employees

**PAUL CONYERS** has joined Computerworld in Australia as Chief Sub-Editor (Chief Copy Editor) of Australian PC World. Paul, a New Zealander, previously held a similar position with the Daily Commercial News, a national daily business newspaper. Paul, who is married with two children, has been a journalist for more than fifteen years. His interests include chess, squash, and fun running.

The CWCI Sales Promotion Department would like to welcome **PATTY GRANT** as its new Account Manager. Patty's concentration will be International Marketing Services. A Rhode Island native, she graduated from the University of Texas at Austin in 1981 with a Bachelor's Degree in Advertising. Patty is single, lives in Cambridge, Massachusetts, and enjoys swimming, squash, and tennis. She is also looking forward to the start of the CW volleyball season.

**ABBY PETERSON-YOUNG** has joined the CWCI Sales Promotion Department, where she is working as a Mechanical Artist. Previously a free lance graphic artist, Abby works on projects for various CWCI departments. The UMass-Boston graduate is a performing artist as well, and she admits to having a serious passion for the music of Mozart and Dire Straits. She also enjoys photography. Abby resides in Waban with three cats and her husband, Jeff, who co-wrote the musical tribute to the Boston Celtics basketball team, "Celtics Pride."

# Anniversaries

One-Year Anniversaries

Steve Burke, IFW
Susan Harper, IDC
Lewis Lorini, CWCI
Roslyn Ruck, LR
Suellen Sandler, PCW
Dianne Szretter, IDC

Two-Year Anniversaries

Terry Carder, IDC
Wendie Haines, CWC/P
Barbara Harris, CWC/P
Marilyn Kahn, LR
Scott Spanbauer, PCW

Four-Year Anniversary

Kim Labbe, CWC/P

Five-Year Anniversary

Sandra Bandieri, CWC/P

Six-Year Anniversaries

Alfred DeMille, CWCI
Ann Marie Finn, CWCI
Elizabeth Massengill, CWCI

Seven-Year Anniversary

Renee Visconti, CWCI

# Fitness Focus

## Weight Control Lifestyle & Eating Guide

The following is a guide to help you during your weight control program:

- Plan menu and snacks to remember high nutrient items on your shopping list. Avoid high calorie, low nutrient foods such as candy, cookies, and jelly.

- Analyze your reasons for bad eating habits; (boredom, habit, sociable?), to avoid waste. Once you identify the problem, you can better overcome it.

- If going to a party, eat lightly the day before and after, but don't go to the party starving. You will be tempted to eat excess "wrong" foods.

- Prepare, serve and eat only your allotted portion, and then stop. Dish out no seconds.

- Minimize alcohol. It provides no food value and stimulates the appetite.

- Use herbs, spices, and lemon juice in cooking as opposed to rich gravies and sauces.

Exercise is an important factor in weight control and it also contributes to good body tone and good health!

# Classified

### TELEPHONE SALES REPRESENTATIVE

InfoWorld in Menlo Park, CA has an immediate opening in its dynamic Classified Telemarketing section for a Telemarketing Sales Representative. The ideal candidate will have an advertising (preferably classified) background and telemarketing or customer service experience. This high-pressure, inside sales position involves challenging business-to-business telemarketing, customer account maintenance, and follow-up. The candidate should be an articulate, enthusiastic team worker with a desire for personal achievement. For further information contact Jo-Ann Sturtridge at (415) 328-4602, x336.

### SALES PROMOTION ASSISTANT

Micro MarketWorld has an immediate opening for a Sales Promotion Assistant in the Framingham, MA office. This position will report directly to the Publisher of Micro MarketWorld. You will assist in creating promotional materials, sales tools, and sales records using microcomputer equipment with particular emphasis on graphics; and you will also be responsible for acquisition and synthesis of market data. This position requires microcomputer savvy, enormous attention to detail and organization, and the ability to work with minimum supervision. To apply please call Nadine Hallal, Assistant to the Publisher, at (617) 879-0700, x369.

### SENIOR WRITER

Computerworld Focus is looking for a Senior Writer. You will be responsible for writing feature length and analysis articles about computer technology and the computer industry. You will conduct phone and in-person interviews to cover several segments of the marketplace while building and maintaining contacts in these market segments. You will generate story ideas, suggest art ideas for stories, write some news shorts and product announcements. You will act as a technical and industry resource to the department. Some travel is involved. The qualified candidate will possess the ability to meet deadlines, a knowledge of the computer industry and technology and the ability to generate story ideas. A minimum of three years experience as a reporter and at least two to three years experience covering the computer industry is required. To apply, send your resume and writing samples to Ann Dooley, Editorial Director, Computerworld Focus, 375 Cochitutate Road, Framingham, MA 01701.

**FOR SALE**

1981 Chevette, light blue, 4 door, automatic. 48,000 miles, 1 owner. $1,800 or best offer. Call Gayle at (617) 875-5000, x463 for more details.

**FOR SALE**

Hard disk drive, 10 megabyte for IBM PC or compatible. Still under warranty. $325. Call Kate at IDC Framingham, (617) 872-8200, x636.

**FOR SALE**

Moving, must sell queensized bed frame, box spring, and mattress. $150. Also, 1983 Chrysler Lebaron, white, four-door, excellent condition. 38,000 highway miles. Includes Chrysler Extended Protection Plan. $7,000. Call Liz or Jack at Micro MarketWorld, (617) 879-0700, x215.

**SUMMER RENTAL**

Martha's Vineyard, Edgartown. New 3+ bedrooms, balcony off master bedroom, sleep sofa in loft (sleeps 8+), 2 baths, and outside shower. Large living area. Very private 1/2 acre. Tennis courts, close to beach. $600 per week, June and September. $950 per week, July and August. Call Karen Wallace at (617) 879-0700, x299; or at home at (617) 429-6417.

**FOR SALE**

1986 Saab 900, 5 speed, 2-door, red, Alpine AM/FM stereo cassette in Bensi. $12,500. Call Peter A. Cohen at (617) 277-6862, x609.

**FOR SALE**

Camper, 8-foot Sunline, sleeps six. Gas/electric refrigerator; gas oven and rangetop. Excellent condition. $2,600 or best offer. Call Eileen Hartnett of CWCI at (617) 879-0700, x218 or (617) 653-1237.

**FOR SALE**

1976 Honda CB360, excellent condition, red, new tailpipe, 17,000 miles. Nava helmut included. Also 1975 Honda CB360 for parts or rebuild. Package deal for $400 or best offer. For more information, contact Theresa Creteau at CWCI Research, (617) 879-0700, x257.

**FOR SALE**

1975 Pontiac TransAm, white, mint condition. Has to be seen to appreciate. $4,000 or best offer. Call Christine Boyle at (617) 481-6453; or (617) 879-0700, x201.

**COTTAGE RENTAL**

Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. $400 per week. Call evenings, (617) 877-3272.

**FOR SALE**

1982 Honda Civic. Five speed, front wheel drive, mint condition. $3,800. Contact Linda Ruth at CW/Peterborough at (603) 924-9471, x211.

## IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme mailbox: IDG.UPDATE.

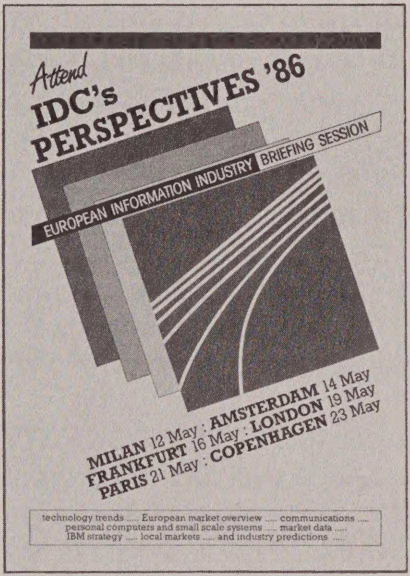
# IDG UPDATE

Volume 16, Number 19 May 12, 1986

## IDC Holds European Briefing Sessions '86

International Data Corporation is once again anticipating its six-day European Information Industry Briefing Sessions. Designed for those information processing professionals in the areas of strategic planning, marketing and sales, research and development, product planning, and information systems development, this year's sessions are expected to attract hundreds of executives.

Each one-day program will include five-year industry forecasts, market-specific survey results, market share data and trends, and strategy analysis. Each session's outline will include: “Information Industry Predictions '86," presented by **WILL ZACHMANN**, IDC's Corporate Vice President, Research; “IBM's Grand Strategy: 1986-1996," by **FRANK GENS**, Director of the IBM Systems Advisory Service; “Personal Computers, Pouring IBM On Troubled Waters," by **SIMON PEARCE**, Director of IDC Micro Services; “Software - The End of the Beginning? A UK Outlook," by **LILLIAN SHAPIRO**, Managing Director of IDC Europa Ltd.; “Information Industry Technology Update”, by Will Zachmann; “What's Hot and What's Not in Communications,” by **KIM MYHRE**, Director of IDC's Communications Industry Research Service; “European Market Overview," by **PHILIP DE MARCILLAC**, Director of European Research; and “Electronic Information Services," by **MARTIN WHITE**, European Director for Link Resources.



Attend
IDC's
PERSPECTIVES '86
EUROPEAN INFORMATION INDUSTRY BRIEFING SESSION

MILAN 12 May : AMSTERDAM 14 May
FRANKFURT 16 May : LONDON 19 May
PARIS 21 May : COPENHAGEN 23 May

technology trends ..... European market overview ..... communications .....
personal computers and small scale systems ..... market data .....
IBM strategy ..... local markets ..... and industry predictions .....

Locations and dates for this year's European Briefing Sessions are as follows: May 12 in Milan, Italy. May 14 in Amsterdam, The Netherlands. May 16 in Frankfurt, West Germany. May 19 in London, United Kingdom. May 21 in Paris, France. May 23 in Copenhagen, Denmark.

# Promotions

It is with great pleasure that CWCI announces the appointment of **JOE KERWIN** to the position of National Sales Manager for Micro Marketworld. Joe has been West Coast Sales Manager for MMW, and his recent accomplishments include winning "Salesman of the Year" at MMW and the Fall 1985 Sales Contest. He joined MMW in August, 1984. Prior to coming to MMW, Joe was the founding Advertising Director for CAP (computers and peripherals) magazine, the V.P. of Marketing for Executive magazine in Los Angeles, the West Coast Ad Manager for New York magazine, and a Senior Advertising Salesman with Psychology Today magazine. Joe will continue to work out of the Irvine, California office. We hope you will join us in wishing Joe great success in his new and very important role with Micro Marketworld.

Congratulations to **STEVE BOCKSETTE** of CW/Australia, who was recently promoted to the position of Publisher of Australian PC World. The promotion for Steve is in addition to his role of National Sales Manager. He is on his second tour with CW/Australia, having returned to the company last year after a foray into a family business venture, involving tourist and travel publications. He has had a varied career in sales, including the launch of Australian Penthouse magazine. His hobbies include the gentle pastime of lawn bowls and the far more vigorous Australian Rules Football.

# Transfers

CWCI is pleased to announce the transfer of **JACK MCDONOUGH** from the position of Sales Support in the Natick Sales Office, to the newly-created position of Sales Promotion Assistant in the Framingham office, reporting directly to the new National Sales Manager, Joe Kerwin. Jack brings an extensive business and computer background to his new position, which will include the creation of graphs and data sheets for the sales staff and all data handling for sales records. In the near future he will take on additional responsibilities in market analysis and coordinating the efforts of the CWCI research and advertising personnel who work on the Micro Marketworld projects.

# New Employees

A hearty welcome to **ROBERT WELLS**, an American who is joining the ranks of CW Australia as Publisher of Australian Macworld. Robert comes from book and software publishing, and also has a lengthy academic career in the U.S., the UK, and Australia. He took his Bachelorate at the University of California, his Masters in English Language and Literature from the University of Chicago, and his Doctorate in English language at the University of Edinburgh, Scotland. His speciality is 15th and 16th century Scottish and English literature. He spent some time as a university tutor, and his hobbies include writing, music, photography, scuba diving, travel, and physical fitness.

# Anniversaries

One-Year Anniversaries

Joshua Harris, LR
Steve Hietala, IDG
Gloria Sundin, PCW
Kelley Younger, PCW

Two-Year Anniversary

Helen Hampton, PCW

Three-Year Anniversaries

Jeanne DeFlorio, IDC
Janet Rielly, CWCI
Kenneth Sutcliffe, CWC/P

Four-Year Anniversary

Jill Dondel, CWCI

# Etcetera

## IDC Europa Has New Fax Number

Please note that IDC Europa's new fax number has changed to 01-747-0212 . This replaces 01-995-2172.

Please amend your records accordingly.

# Fitness Focus

## Health Club or Home Gym: Credits for Both

Good health is big business in the 80's. And that's good, people need to be physically conditioned in order to be at their mental and muscular best.

While many cardiologists tell us that all we need to stay fit is a good pair of walking shoes, many fitness enthusiasts want more, much more. They may even want a home gym.

Home exercise has become a practical matter. Multipurpose gyms and exercise bikes have been scaled down so they will even fit into an apartment. Treadmills are becoming common, and everything is sleeker and computerized.

Health clubs are also doing very well, and there are advantages and disadvantages to both the club and the home gym. The health club may have as great a variety of equipment and be a place for social gathering. It might also be half an hour's drive away and have a huge annual membership fee.

The home gym offers convenience and, after the initial investments in equipment, will serve for some years with little added cost. And there's also privacy. Maybe you don't want company when you're sweating!

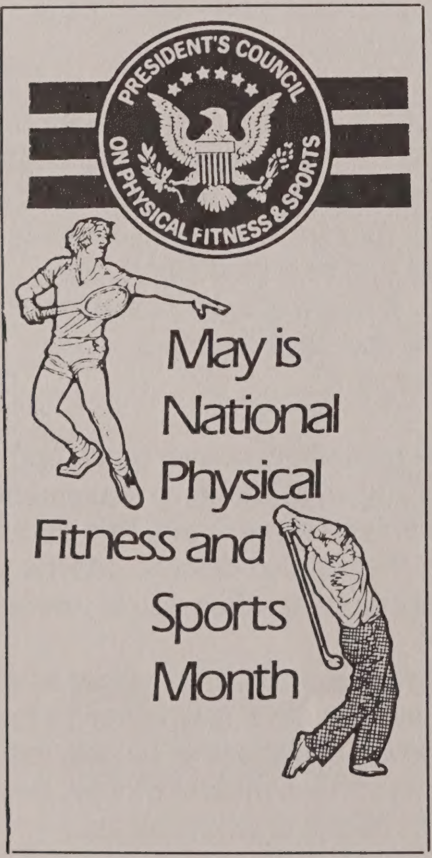
Before buying equipment, consider what you want it to do. That is whether it's for cardiovascular conditioning, muscle toning, building various muscle groups, increasing flexibility, or whatever your primary purpose.

## Health Club or Home Gym (con'd)

It's a good idea to work out a few times at a health club where you may be able to go as a guest. Try out the kinds of equipment you have in mind. Notice how well they're built and what safety features they have. After this, you can better evaluate equipment that is for sale in the fitness store.

Whenever possible, test the piece of equipment before buying. At least see it in person rather than ordering from a catalog. And if what you want must be a special order, be sure that you can return it if it's not satisfactory.

It will pay in the long run to buy well-constructed, safe equipment. Then if you use it properly, it will stay in good shape, and you'll personally be in great shape!


PRESIDENT'S COUNCIL ON PHYSICAL FITNESS & SPORTS
May is National Physical Fitness and Sports Month

# Consider This

## Motivate With Praise

It has been said that the fastest way to motivate people is to give a little praise. And the fastest way to slow them down is with too much praise.

Kenneth Blanchard, Ph.D. and Chairman of Blanchard Training and Development, says that for many supervisors, caring for workers means nothing more than praising them.

While praise is a good motivator, it has to be specific and appropriate and given right away when good work is performed. If it's just a general statement like, "Keep up the good work," or "You're doing a good job out here, fellows," it can even be harmful. The people won't know what they have done well and they will begin to expect praise for things they really haven't delivered.

A supervisor should be free to praise and give credit. But is must be for some specific performance. Smart bosses have discovered that words of encouragement given to a person who has done an outstanding job can pay real dividends. General, unearned, unspecific compliments can have the reverse effect.

# More News ...

## Computerworld Wins Court Judgement

The following is an article reprinted from the March 31, 1986 issue of the Computer Publishing & Advertising Report, published by Communication Trends, Larchmont, New York:

The Supreme Judicial Court of Massachusetts last month upheld a lower court judgement for Computerworld and against Interface Group of Needham, Mass. and its owner, Sheldon Adelson, and awarded a doubling or tripling of damages plus attorney's fees. Interface's petition for reconsideration has just been denied, so the case will go back to Superior Court for a decision on monetary award.

# Classified

### ADMINISTRATIVE ASSISTANT/ CHAIRMAN'S OFFICE

This position requires flexibility, the ability to work independently, attention to detail, a good grasp of the English language, and a high motivation level. Duties include typing (50-55 wpm), transcription, filing, electronic mail operations, and company newsletter preparation. The ideal candidate will have at least two years of office experience, be well organized, detail-oriented, and possess good writing skills. Knowledge of the Wang word processing and Macintosh systems a plus. If you feel you would like a challenge and can meet these requirements, please send your resume to Mary M. Dolaher, Executive Assistant to the Chairman, International Data Group, 5 Speen Street, Framingham, MA. No phone calls, please.

### SALES SECRETARY/ASSISTANT

Micro Marketworld has as immediate opening in their Natick sales office for a Sales Secretary/Assistant. Excellent entry-level position for a college graduate interested in marketing, or for a mature worker interested in re-entry to the job market. This position reports to the Regional Sales Manager for Micro Marketworld. Your responsibilities will include: correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed. To qualify you should be well organized, flexible, able to function with a minimum of supervision, and have strong verbal skills and an excellent telephone manner. To apply please call Claire Wallace at (617) 879-0700, x 445.

### DEPARTMENT ASSISTANT/ADVERTISING SALES NETWORK WORLD

In this position you will assist the Sales Director, Manager, and Account Coordinator with day to day organizational, secretarial, and billing functions of the Advertising Sales Department. Skills required are typing proficiency, word processing experience, familiarity with Lotus 1-2-3 or willingness to learn same, good grammar and spelling ability, ability to set up and maintain accurate and efficient filing systems, good phone presence as there will be extremely heavy phone contact, and ability to work under deadline pressure. A high school graduate with some secretarial school experience is desirable, but flexibility, cooperation, a sense of humor, and "team spirit" are most important attributes. Apply to Pam Valentinas, Manager/Marketing and Sales Operations, Network World, CWCI, (617) 879-0700, x314.

### CAR FOR SALE

1979 Toyota Corolla Station Wagon. Strong runner, very little rust. Air conditioning, roof rack, new snow tires. Reduced to $950 to sell in May. Call Don Chambers at Green Publishing Institute, (WGE), (603) 924-9261.

### SUMMER RENTAL

Martha's Vineyard, Edgartown. New 3+ bedrooms, balcony off master bedroom, sleep sofa in loft (sleeps 8+), 2 baths and outside shower. Large living area. Very private 1/2 acre. Tennis courts, close to beach. $600 per week, June and

September. $950 per week, July and August. Call Karen Wallace at (617) 879-0700, x299; or at home at (617) 429-6417.

### CONDO FOR SALE

Milford, Mass. condo for sale. Large 2-bedroom, on 3rd floor. Walk-in closets, 1-1/2 baths, eat-in kitchen, dining room, balcony, indoor pool, tennis. At Shadowbrook Condominiums. Mid-90's. Call Linda from 9:00 to 12:00 at CWCI, (617) 879-0700, x276.

### FREE KITTENS

Three black kittens, free to a good home. Two months old. Call Donovan White at CWCI, (617) 879-0700, x523.

### BED FOR SALE

Full-size Simmons mattress, box spring and frame for sale. Excellent condition, like new. Asking $100, or best offer. Call Vickie at IDG, (617) 875-5000, x460.

### FOR SALE

1976 Honda CB360, excellent condition, red, new tailpipe, 17,000 miles. Nava helmut included. Also 1975 Honda CB360 for parts or rebuild. Package deal for $400 or best offer. For more information, contact Theresa Creteau at CWCI Research, (617) 879-0700, x257.

### FOR SALE

1975 Pontiac TransAm, white, mint condition. Has to be seen to appreciate. $4,000 or best offer. Call Christine Boyle at (617) 481-6453; or (617) 879-0700, x201.

### COTTAGE RENTAL

Two-bedroom cottage with loft for rent in Dennisport, Massachusetts. Screened porch, walk to beach. $400 per week. Call evenings, (617) 877-3272.

### FOR SALE

1982 Honda Civic. Five speed, front wheel drive, mint condition. $3,800. Contact Linda Ruth at CW/Peterborough at (603) 924-9471, x211.

### COTTAGE FOR RENT

Martha's Vineyard, Edgartown. New contemporary, 3 bedroom 2 full baths, deck, washer/dryer. $800 seasonal, $550 off season. Call Evan Moltz at (617) 872-8200 or at home at (617) 651-3862.

### FOR SALE

1981 Chevette, light blue, 4 door, automatic. 48,000 miles, 1 owner. $1,800 or best offer. Call Gayle at (617) 875-5000, x463 for more details.

### FOR SALE

Hard disk drive, 10 megabyte for IBM PC or compatible. Still under warranty. $325. Call Kate at IDC Framingham, (617) 872-8200, x636.

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Moving, must sell queensized bed frame, box spring, and mattress. $150. Also, 1983 Chrysler Lebaron, white, four-door, excellent condition. 38,000 highway miles. Includes Chrysler Extended Protection Plan. $7,000. Call Liz or Jack at Micro MarketWorld, (617) 879-0700, x215.

## IDG UPDATE

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IDG
UPDATE

Volume 16, Number 20 May 19, 1986

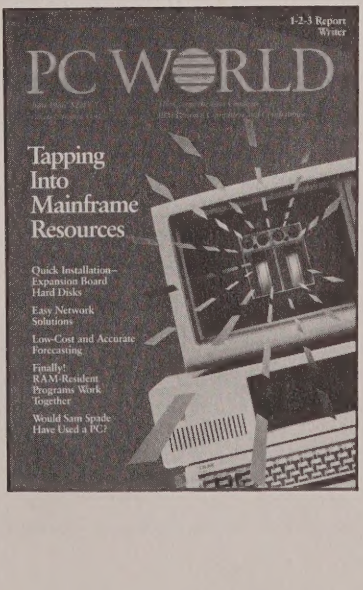
# PC World Makes Significant Developments

As most everyone knows, PC World Communications, Inc. has made enormous strides over the past two years in both its revenue growth and its profitability. PCWCI has two of the strongest publications in the consumer computer industry, and Publish! is destined to join the family as another successful venture.

PCWCI's rapid development now requires a reorganization of the Marketing and Sales Department into separate staffs, with an internal advocate taking charge of each magazine group. Among the first and most significant moves, **LARRY HILDERBRAND** will relocate to San Francisco and become National Advertising Manager for Macworld and Publish!. He will have full responsibility for the sales activities on both publications, and will work jointly with **JIM MARTIN** in developing promotional activities which will further enhance PCWCI's industry-leading position. Larry will also be responsible for forecasting, budgeting, recruitment, training, and other activities.

**PENNY RIGBY** remains National Sales Manager for Publish!.

**MARGARET O'REILLY** has been named National Advertising Manager for PC World. She has put together an extraordinarily strong team as Western Advertising Manager. Margaret's boundless energy and enthusiasm will serve her well as she takes on a highly competitive marketplace and moves PC World firmly into the number 1 position among all IBM and compatible publications.


1-2-3 Report Writer
PC WORLD
Tapping Into Mainframe Resources
Quick Installation–Expansion Board Hard Disks
Easy Network Solutions
Low-Cost and Accurate Forecasting
Finally! RAM-Resident Programs Work Together
Would Sam Spade Have Used a PC?

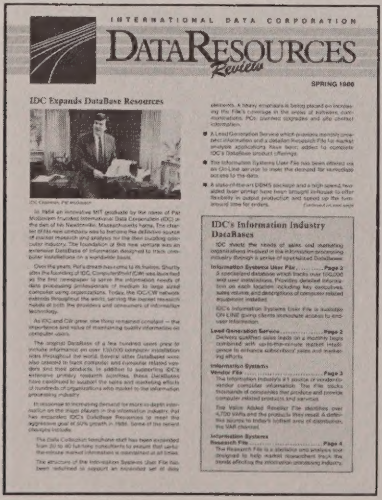
# More News ...

## IDC DataBase Resources Expands

International Data Corporation's DataBase Resources Group is now distributing a free informational newsletter to all IDC clients and vendors in order to provide current information on the data base market.

Entitled the "Data Resources Review," the newsletter is expected to be published at least once a quarter, with hopes to increase its frequency to a monthly. Contributing to the content and design of the new newsletter are **DAVE BRADWAY** in IDC's Database Department, and **JEAN KANE** of IDC's Corporate Marketing Group.

The Spring 1986 edition features short reviews on IDC's Information Systems User File, the Lead Generation Service, the Information Systems Vendor File, and the Information Systems Research File. The cover page also summarizes IDC's start-up in 1964, supplying market research and analysis for a then budding computer industry, up to the current expansion of the DataBase Resources Group.



INTERNATIONAL DATA CORPORATION

DATARESOURCES Review

SPRING 1986

IDC Expands DataBase Resources

IDC's Information Industry DataBases

Information Systems User File ........ Page 2

Lead Generation Service ........ Page 2

Information Systems Vendor File ........ Page 3

Information Systems Research File ........ Page 4

# Promotions

**Martha Brandt** has recently been promoted to Western Area Display Coordinator for InfoWorld magazine. She was hired 2-1/2 months prior to fill the newly created Classified Coordinator position. Formerly of Gardner Communications/SF as the Assistant Media Buyer, she fulfilled her internship at KSJO/KHTT radio in San Jose. Martha is a graduate of San Jose State University's Advertising/Mass Communications Department and served for three years on the Associated Students Program Board, programming entertainment.

# New Employees

IDC is pleased to announce that **KIMBERLY BARTLETT** has joined the staff of the Central Regional Office. In her position of Administrative Sales Assistant, she reports to the Director of Sales for Financial Services and to the Account Executive of the Central Region for User Services. She comes to IDC from a similar position with Gandalf Technologies, Inc., and has proven to be an invaluable part of the team in the central region. Her hobbies include biking, sailing, gardening, and playing her viola. Please join us in welcoming Kim to our staff.

# Anniversaries

Two-Year Anniversaries

Beverly Schneider, PCW

Three-Year Anniversaries

Bruce Charonnat, PCW
Wendie Haines, CWC/P
Janet McCandless, PCW
Michelle Reyes, PCW

Four-Year Anniversaries

Mary Dolaher, IDG

Five-Year Anniversaries

Jennifer Warnock, IDC/London

Eight-Year Anniversaries

Bob Wescott, CWCI
Karen Weston, IDC

# Etcetera

## New Email Address

CWCI.M/Weiss
Computerwelt/Austria
Manfred Weiss
CW Publikationen
Verlafgsgesellschaft mbh
Josefstdter-Str. 74
A - 1080 Wien
Austria
011-43-222-486657

# Fitness Focus

## Why should *you* exercise?

In our modern, push-button world, exercise is more important than ever. As our lives get easier and more convenient, less demand is being placed on our bodies. Yet adequate oxygen, satisfactory blood circulation, and tone muscles are still necessary for good health. People of all ages are finding that regular exercise has many benefits. In addition to improving health, exercising regularly can also help you to:

1.) **Feel better.** You'll have more energy, feel less tired, and have a better self image.

2.) **Look better.** You'll lose weight by reducing the fat in your body while strengthening your muscles.

3.) **Delay aging.** You'll retain more flexibility in your joints and build stronger bones.

4.) **Reduce stress.** You'll feel more relaxed and less prone to anxiety and depression.

5.) **Do better.** Your increased stamina will help you be more productive and get more done.

6). **Protect yourself from illness.** Exercise reduces your risk of obesity and high blood pressure.

# Consider This

## Save your car, get a spring tuneup!

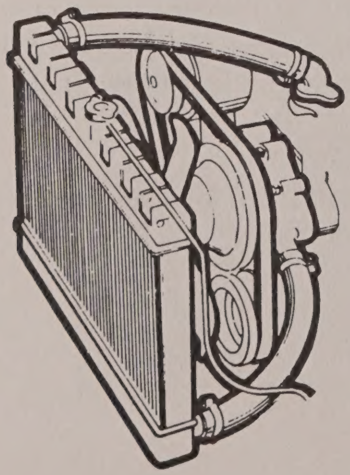
Spring is the time to restore your car to its peak condition and to improve your chances of trouble-free summer driving. While the tune-up is not free, it produces long-term savings by prolonging the life and value of your car. Main items to give your attention to include:

1.) Basic engine diagnosis and tune-up, including ignition and carburetor.

2.) Oil and filter change. Cold running conditions have built up oil contaminants.

3.) Cooling system. Important for all cars. It's a must if your car "boiled over" during the winter.

4.) Exhaust system. It gets the hot-to-cold treatment during cold weather, weakening the metal. It's also exposed to road salt.



5.) Suspension and alignment. Particularly if you have banged into a chuckhole.

6.) Accessories and incidental items, such as wiper blades, which take a real beating in winter.

7.) Auto body. If you notice rust spots, they should be removed, repaired, and touched up. Rust on auto frame members and springs is normal.

8.) Cleaning. For continued good looks, be sure to clean the inside of the car well, including the carpeting.

# Classified

**Accounts Receivable/Credit Collections**

Wayne Green Enterprises, Inc. has an immediate opening for an Accounts Receivable/Credit Collections Manager. You should be familiar with the entire accounts receivable cycle, from statement processing through collections postings. Responsibilities include, but are not limited to, processing credit applications and collection of past due accounts. The ideal candidate will be enthusiastic, articulate, and persevering. Excellent organizational skills are demanded. Non-smoking environment. To apply send your resume to Douglas Vassall, Wayne Green Enterprises, Inc., 70 Route 202N, Peterborough, NH 03458.

### Sales Secretary/Assistant

Micro Marketworld has an immediate opening in their Natick Sales Office for a Sales Secretary/Assistant. Excellent entry-level position for a college graduate interested in marketing, or a mature worker interested in re-entry to job market. This position reports to the Regional Sales Manager for Micro Marketworld. Your responsibilities will include correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed. To qualify you should be well organized, flexible, and able to function with a minimum of supervision; have strong verbal skills; and an excellent telephone manner. To apply please call Claire Wallace, (617) 879-0700, x445.

### Regional Sales Representative

IDC has an opening for a Regional Sales Representative to be headquartered in Framingham. Responsibilities include the sale of IDC's Information Services to the vendor community in the midwest territory, as well as managing the existing client base in that territory. The qualified candidate must have an overall knowledge of the information processing industry, a background in sales, good territory management skills, and be willing to travel one third of the time. Interested candidates should send resume to Jay Wagman, IDC, 5 Speen St., Framingham, MA 01701.

### Computerworld Sales Secretary

CW Communications/Inc. has an opening in the Natick Sales Office for a Computerworld Sales Secretary. Responsibilities include organizing and maintaining the office library, updating sales promotion tools, typing correspondence, ordering and keeping track of office supplies, maintaining mailing lists, making travel arrangements, answering telephones, and other clerical duties as needed. This position requires a good telephone manner, excellent typing skills, word processing experience, and the ability to utilize dictaphone equipment. Applicant must be organized, flexible, and be able to adapt to changing work situations. To apply please call Alice Longley, Natick Sales Office, (617) 879-0700 x265.

### Department Assistant/Advertising Sales

Network World is looking for a Department Assistant/Advertising Salesperson to assist the Sales Director, Manager, and Account Coordinator with day -to- day organizational, secretarial and billing functions of the Advertising Sales Department. Skills are to include typing proficiency, word processing experience, familiarity with Lotus 1-2-3 or willingness to learn same; good grammar and spelling ability; ability to setup and maintain accurate and efficient filing systems; good phone presence as there will be extremely heavy phone contacts; and the ability to work under deadline pressure. Interested applicants should apply to Pam Valentinas, Manager/Marketing and Sales Operations, Network World, CWCI, 617-879-0700, x314.

### Copy Reader

Computerworld has an opening in its busy Editorial Department for a Copy Reader. Duties will include editing news copy for grammar, consistency, and style; proofreading page proofs; writing headlines; and working with an electronic CRT-based computerized system to edit stories and electronically paginate Computerworld pages. A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. An excellent grasp of spelling and English grammar is a must. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements, and a one-page sample of expository writing to Charlotte Donaldson, Chief Copy Editor, Box 9171, 375 Cochituate Road, Framingham, MA 01701. No phone calls, please.

### FOR SALE

King- size waterbed with dark pine frame, liner, heater, and side pads. Asking $400. Call Debbie Jepson at IDG, (617) 875-5000, x459.

# What's Happening???

The IDG Update is looking for your input -- let us know what is happening within your company or divison. Without the assistance of person like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be *NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or PRODUCTS/SERVICES.*

## DO YOU HAVE AN ANNIVERSARY COMING UP?

If you would like to be sure you are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original annivesary date.

## IS THERE A NEW FACE ON YOUR TEAM?

The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

## HAVE YOU HAD A RECENT SUCCESS?

We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

SEND ANYTHING you feel is "newsworthy" concerning your company or department to that attention of : IDG Update, 5 Speen Street, Framingham, MA 01701. Feel free to elaborate, continue on another sheet if necessary.

**WHAT'S NEW . . . WHAT'S NEW . . .**

# What's Happening???

Company/Department:____________________

Address:______________________________

Your Name:____________________________

Phone #:______________________________

Description:___________________________

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**WHAT'S NEW . . . WHAT'S NEW . . .**

# IDG UPDATE

Volume 16, Number 21 May 26, 1986

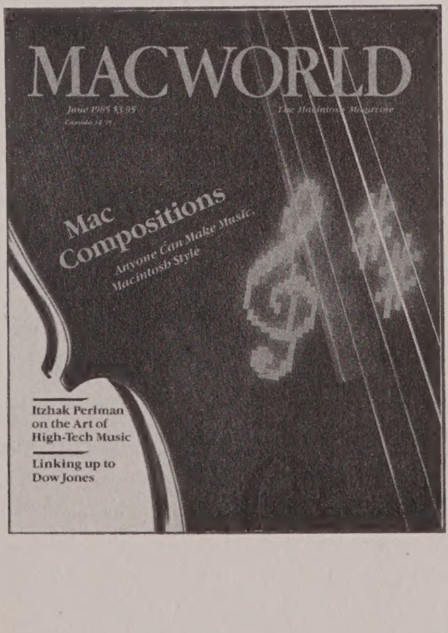
## Macworld Receives Maggie Award

The staff of Macworld magazine can be proud of their recent accomplishment. The June, 1985 issue of Macworld was awarded the 1986 Maggie Award, "The Magazine Award of Western Publishing," in the "Computers-Consumers" category.

Each year the Western Publications Association has recognized consumer and trade magazines, published in the Western United States, for overall general excellence for an entire issue.

At the May, 1986 Maggie Award ceremony in Los Angeles, California, Macworld was nominated for three awards in the highly competitive category of "Computers-Consumers" for: Macworld, June 1985; Macworld, July 1985; and Macworld, October 1985. The award-winning 192-page June issue, which pictured a violin and music symbols titled "Mac Composition: Anyone Can Make Music, Macintosh Style," featured such articles as "Itzhak Perlman on the Art of High-Tech Music," an exclusive interview with the internationally acclaimed violinist, and "Direct Line to Dow Jones," an apocryphal story of the computer wizards on Wall Street who decide to let high technology give them the secret to stock market success, and many more.

"I would like to thank the Western Publisher's Association for this award on behalf of **DAVID BUNNELL**, Chairman of PC World Communications, and Publisher of Macworld magazine; the late Andrew Fluegelman, who inspired the quality of creativity it took to produce this magazine, as well as on behalf of the entire editorial and graphics staff of Macworld," said. **J. KELLEY YOUNGER**, Executive Editor of Macworld.



# Spotlight

## IDC Production Department

The Production Department of IDC's headquarters in Framingham includes a wide variety of functions and responsibilities including printing procurement, report editing and proofreading; production of all research reports, memos, newsletters, brochures, and promotional material; management of the word processing system, the mailroom, the copy center, electronic mail; and a myriad of other projects which would otherwise be homeless. In 1986 an estimated 900 to 1,000 separate documents will be processed through the department.

Production is now part of the Research and Analysis Group positioned to effectively provide support under the new organizational structure at IDC.

Left to right: Michelle Berard Testa, Diane DeFlorio & Larry Bishop

**LARRY BISHOP** is the IDC Production Director, with overall responsibility for the operation of the department. He handles all procurement of printing for the corporation and supervises all other departmental functions. Larry also acts as IDC Framingham liaison with the international offices in providing reports and other information requests. Larry, an MBA graduate in Marketing from Columbia University, enjoys sports and coaches Little League baseball. He lives in Concord with his wife, Ellen; twin boys, Robert and Kenneth; and daughter, Rebecca.

**CINDI SPARROW** is the Production Supervisor, and has been with IDC for three years. She is responsible for the logging, scheduling and tracking ensure timely completion and release to the printers. She is also the key word processing operator responsible for overall system operation and maintenance, and instruction of new personnel on the WP system. Cindi is currently working toward an MIS Degree at Northeastern University. She lives in North Attleboro, and her spare time is spent with Midnight, her hyperactive Labrador retriever.

Cindi Sparrow

**DONNA SPARROW**, Production Services Assistant, has been with IDC since February, 1984. Her duties in the department include editing documents on the Wang system, producing in-house graphics, and fixing the Wang printers. Donna lives in Mansfield, and in her spare time enjoys watching the Boston Bruins, dancing, and following her favorite band, Jim Hall and Tulsa Queen.

As Head Copy Editor, **CAROL MILLER** keeps an eye on sentence structure, spelling, and capitalization of a large proportion of the material written for publication by IDC researchers and editors, as well as that from the staff at Link Resources. The hardest decisions for writers to make, she says, seem to concern which words to capitalize and which to hyphenate. Carol grew up in Minnesota, not too far from Lake Wobegon, she says. She has a BS degree in Education and once taught high school English.

Left: Carol Miller. Right: Donna Sparrow

**MICHELLE BERARD TESTA** is the newest member of Production Services. Michelle received her BA in English from the University of New Hampshire in 1977. Prior to her arrival she was employed at GTE Government Systems in Westborough, MA. Her primary responsibility is to edit newsletters, research reports, and other documents for spelling, grammar, and general readability. Michelle and her husband, Roy, live in Framingham. In her spare time she enjoys writing, gardening, cooking, traveling, and exercising at Richard Simmons.

**DIANE DEFLORIO** is Larry's right-hand girl. She handles all of the copying for IDC and the tracking of purchase orders, as well as helping to organize Production's files, reports, newsletters, and memos. She has worked for IDC on a part-time basis in various positions for the last three years. Diane enjoys dancing, traveling, sailing, swimming, and playing tennis.

The IDC Mailroom consists of **PAM LESLIE**, Mailroom Supervisor, and **DIANA LYNCH**, and **PAT COVIELLO**, Mailroom Coordinators. Their responsibilities include purchasing supplies, warehouse inventory, shipping and receiving, and distribution of mail and all research, internally and throughout offices nationwide.

Seated: Pat Coviello. Rear: Diana Lynch and Pam Leslie

As the Supervisor, Pam negotiates rates with freight forwarders and has set up a national account with DHL. She enjoys outdoor activities and spending time with her six-year-old son, Michael. She will have been with IDC for two years this June. She worked in IDC's DP Department for one year before transferring to the Mailroom.

Diana started with IDC this past February. She enjoys bowling, all sports, and people. Pat loves dancing, cribbage, bocci, and a good poker game.

# More News ...

## IDC France Develops Consulting Group

Four months after giving birth to her second daughter, Camille, **SYLVIE BENECH** is now giving birth to a new division of IDC France dedicated to handling customer and multi-client surveys. The IDC France Consulting Group will work in close relationship with IDC's Consulting Group in the United States and the European Consulting Services in the UK, developing its own network of consultants in France in order to respond to the increasing volume of specific requests coming from information industry leaders.

Congratulations to both Sylvie and IDC France!

# Promotions

PC World Communications, Inc. is pleased to announce the promotion of **JEFF EDMAN** to Eastern Advertising Manager of PC World magazine. Jeff will be responsible for organizing and supporting the Advertising Sales staff in the East. He will also be responsible for the Northeast Territory, including New York, Connecticut, and Vermont in the U.S.; and Quebec and the Maritime Provinces in Canada. Jeff will bring to his new position his experience, enthusiasm, and energy. Congratulations and best of luck, Jeff.

# New Employees

PC World Communications, Inc. in San Francisco, California is pleased to announce a new addition to their team, **LISA HAUSAFUS**. Lisa's role is Assistant to the National Advertising Manager of PC World magazine. Lisa was formerly Assistant to the District Manager for A+ magazine at Ziff-Davis. She will be coordinating the day-to-day sales activities of PC World in its administrative aspects. She will be the contact person for PCW's staff for problems with the comp list, marketshare questions, media kits, client inquiries, etc. Best wishes in your new position, Lisa.

Another new addition to PC World's staff is **BOB OSTROW**, who will be acting as Account Manager for PC World, responsible for organizing the sales activities in Massachusetts, Rhode Island, New Hampshire, and Maine, and reporting directly to the new Eastern Advertising Manager. Bob was one of the original PC magazine sales staff, holding the highest marketshare for the book. He comes to PC World from Administrative Management magazine in New York. Best of luck, Bob!

# Anniversaries

One-Year Anniversaries

Lucille De Primo, IFW
Anne Dillon, CWC/P
Nancy Dunn, PCW
Frank Gens, IDC
Karla Whitney, CWC/P

Two-Year Anniversaries

Anne Canright, PCW
Georgia George, PCW
Margaret Morabito, CWC/P
Doug Norde, PCW

Five-Year Anniversary

Thomas Elliott, IDC

Six-Year Anniversaries

Harriet Brody, IDG
Rory O'Connor, IFW

Nine-Year Anniversary

Susan Gross, CWC/P

# Fitness Focus

## What To Look For In A Doctor

Effective communication is central to a good doctor/patient relationship. Make sure your doctor is someone you can feel comfortable with talking about a personal problem. Ask yourself if the doctor seems genuinely interested in you. You can also ask yourself if the doctor listens well and answers your questions fully.

Feel free to ask questions of your doctor. It's important to know how long it takes to get an appointment, how after-hour calls are handled, and how much office visits cost. It's also wise to find out whether your doctor emphasizes preventive care.

### Getting the Best From Your Doctor

The quality of health care you receive depends largely on your ability to communicate with your doctor. The actions your doctor takes will be based, to some degree, on information you've provided. You can assure yourself the best possible care by communicating your problem clearly and completely.

- Clearly describe your present complaint.

- Explain when and how your problem began, and what has happened since.

- Tell the doctor which medicines you are taking or have taken, even if you purchased them without a prescription. Also, let your doctor know if you are allergic to any medications.

- Know your medical history, including past illnesses and hospitalizations. It's a good idea to keep a written record of your medical history.

# Classified

## STAFF WRITER

Micro MarketWorld, the definitive voice of the microcomputer reseller business, is seeking an aggressive Staff Writer to work out of its busy Menlo Park, California bureau. The ideal candidate would have at least a year's experience in daily or trade journalism with a grounding in microcomputer industry issues. MMW is a marketing publication and, as such, experience in writing about marketing issues and trends would be a major plus. A degree in journalism is also a plus, but is not essential. Writing experience, however, is essential to qualify as a candidate for this position, as this is not an entry-level position. The position requires regular contact with key individuals in beat companies, which include firms in the microcomputer vendor and reseller communities. The staff writer would be responsible for filing regular news stories relating to those companies, and establishing and maintaining ties with value-added resellers or non-store resellers in the Silicon Valley and Bay area. The writer would also be responsible for authoring assigned feature-length articles on a regular basis. This position reports directly to the Executive Editor. Some travel is required. Interested candidates are encouraged to contact Bill Laberis, MMW's Editor, at 800-343-6474, and to also submit a resume and relevant clips to him at Box 9170, Framingham, MA 01701.

## COMPUTER JOURNALISM SUMMER INTERNSHIP

CW Communications/Inc. has a summer intern position open (June 1 through August 31, 1986) on the staff of Computerworld. Candidates should have journalism coursework/experience, good organizational and writing skills, and an interest or background in computer technology. The primary role of the intern would be to act as assistant to the New Products Editor. Duties would include the following: help with sorting of new product press releases, make follow-up calls to vendors to get information missing from press releases, maintain new product data base, write and/or edit product stories for weekly new product section, track photos needed for weekly new product section, help with production of weekly new product section, writing headlines, proofreading page proofs, etc. Depending on the time available and an individual's interest/experience, an intern might also do telephone research for survey, news, and feature stories, prepare chart material for publication; and write/edit short columns or features for news pages. This is a 40-hour week for the three-month internship. Interested candidates should send their resumes and work samples to Sharon Frederick,Executive Editor, Computerworld, Box 9171, Framingham, MA 01701-9171.

## BUSINESS AND OPERATIONS MANAGER

RUN magazine, of CW Communications/ Peterborough, announces an opening for a Business and Operations Manager to report directly to the Publisher. Candidates must have at least five to seven years of experience in the magazine publishing industry and have experience in several publishing disciplines. Expertise in accounting, and financial management, and a thorough knowledge of magazine production are essential. Advertising sales and promotion experience is helpful, but not essential. Department managers will report to the Business and Operations Manager concerning day-to-day operations. Responsibilities will include: departmental budget/expense management, including monthly forecasts; interdepartmental communications; advertising systems-billing process, materials inflow, credit and collections, customer service; production schedules and systems, editorial and advertising workflow through production process, follow-up on pending contractual negotiations; monitor progress on sales promotion and market research projects. Candidates for the position must have at least three years in management, must be willing to locate near Peterborough, New Hampshire, and must have a knowledge of microcomputer office applications. Send resumes to: Stephen Twombly, Publisher, RUN Magazine, CWC/P, 80 Pine Street, Peterborough, NH 03458.

## FOR SALE

Portable General Electric Potscrubber Dishwasher. Excellent condition. $90. Contact Lois at IDC Framingham, (617) 872-8200, x300.

## FOR SALE

I just bought new components for a stereo system, and am now selling a 25-watt Realistic Receiver with digital tuning and electronic pushbutton controls. Paid $280 new, and is now 1-1/2 years old. Also selling a JVC straight-arm linear tracking turntable. Linear tracking gives better reproduction. Paid $200 new, and is now one year old. Excellent components for starting a stereo system. Asking $400, or best offer. Contact Kevin Smith at IDG, (617) 875-5000, x438.

IDG UPDATE

Volume 16, Number 22 June 2, 1986

# CW Spain Appoints New Managing Director

We all give a very warm welcome to **FRANCISCO** (Paco to his friends) **ZABALA** as new Managing Director of CW Communications in Spain. Although most of his professional career has been spent in other commercial fields, Paco is not new to the company. He previously worked freelance for two years in Barcelona for IDC Iberia, moving on to the delegation of CW Communications in that city prior to his move to company headquarters in Madrid in April 1985 to take over the marketing department. Thanks to Paco's efforts and professional experience, Computerworld/Espana went through a profound change with the addition of color and special editions.

As of May 1, Paco assumes the post of Managing Director with the intention of consolidating the Spanish operation. "I have every confidence in the team collaborating with me, and I am convinced that we will earn an important place in Europe within a short period of time," stated Paco.

computerworld

Francisco Zabala

Paco is an untiring globe-trotter, having travelled to most countries around the world, where he enjoys trying out local dishes (they say he's something of a gourmet). In his free time he likes listening to music, going to the theatre and reading, but very rarely watches television. His favorite sports are skiing and swimming. We all wish Paco and his team the very best of luck!

CW COMMUNICATIONS/INC.

# More News ...

## CW Increases Market Share for 1st Quarter '86

Congratulations to the U.S. Computerworld team for increasing their market share by 4% to 39.7% of all data processing professional advertising in the first quarter of 1986 compared to a year ago. Figures were reported in the recent C Systems Ltd. high tech advertising report.

Also, congratulations to Macworld which increased its revenue by 55.2%; RUN, which increased its revenue by 43.1%; InfoWorld, which increased its revenue by 33.4%; PC World, which increased its revenue by 31.8%; and inCider, which increased its revenue by 22.4%. All these microcomputer publications outpaced the market. These publications are up 14.8% in revenue in the first quarter of 1986 compared to the first quarter of 1985.

According to **JACK EDMONSTON**, CWCI's Group Vice President, "computer publications are clearly proving the winners for advertisers compared to general business magazines. Advertising in general business magazines dropped 22.3% in pages and 19.3% in revenue in the first quarter of 1986 compared to 1985. The daily Wall Street Journal, which previously had a high share of advertising revenue among computers fims, dropped 23% in the first quarter compared to a year ago.

# People

**ROBIN POULIN** and **NANCY THAYER** from CWCI's Conference Management Group have recently graduated from Newbury College in Holliston, MA. Both Robin and Nancy obtained their Associates degrees in Business Administration by attending the Division of Continuing Education of Newbury College for the past two years. Congratulations Robin and Nancy!

# Promotions

**JEAN-LOUIS REDON**, most recently general manager of Micro Presse, one of the three subsidiaries of CWCI in France, has been promoted to CWCI Group Regional Manager for Southern Europe and Country Manager for France. Jean-Louis joined CWCI/France in June 1983 and began the Micro Presse subsidiary. As General Manager of Micro Presse, he oversaw the creation of Golden in December, 1983; OPC in March, 1984; Micro Data Bases in September, 1984; and Theoreme in December, 1985. Jean-Louis is married and has a nine-year-old son. Congratulations on your new position!

Computerworld Communications S.A., publisher of Le Monde Informatique, LMI Buyer's Guide, LMI Videotex and PL 38, has promoted **FRANCOIS-XAVIER CHAUSSONNIERE** to General Manager. He had been Publisher of Le Monde Informatique since July, 1983. In 1984, he created the Buyer's Guide of Le Monde Informatique, and in 1985, LMI Telematique, the first French business press videotex service. Francois Xavier is married and has a two-year-old son. We all wish you the best of luck in your new position!

# Transfers

**ALLISON WALSH** has recently transferred from CWC/Peterborough to PC World Communications, Inc. as the first Account Manager for Publish! based out of San Francisco, CA. Allison's territory includes the southern half of the United States. She has been with CW for two years. Wishing you the best of luck in your new position, Allison!

# New Employees

Micro Presse, one of three subsidiaries of CWCI in France, has named **JOEL ZYLBERGAIN** as Assistant Publisher as of March, 1986. Joel is in charge of day-to-day operations of the company and general management. Formerly, Joel was Communications Manager for SICOB, a French EDP and communications tradeshow, and was the London-based European Marketing Communications Manager for Prime Computer. Welcome aboard, Joel!

# Anniversaries

One-Year Anniversaries

Jeff Berlin, IFW
Eileen Dornan, PCW
Lindsay McGrath, CWCI
Pamela Savello, CWCI
Sharon Van Leuven, PCW

Two-Year Anniversary

Veronica Hradecky, CWC/P

Three-Year Anniversary

Brenner Fuller, CWC/P

Five-Year Anniversary

Colleen Garland, CWCI

# Fitness Focus

## Prevent Food-Borne Illness

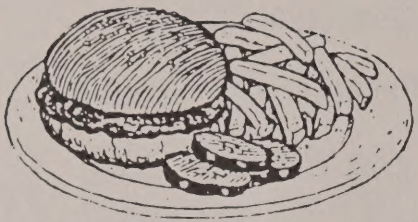
Keep these rules in mind whenever you process, serve or cook food:

1. If you can or preserve food at home, use processing methods that will destroy botulinum spores. Never eat from a can that is bulging, and don't eat food that is frothy or discolored. Boil home-canned vegetables before you even taste them.

2. Always work with clean hands when preparing food. Keep hands away from your mouth, nose and hair. If you have a cut or skin infection, wear rubber gloves. Wash your hands immediately after using the restroom and immediately after handling raw food.

3. Keep cooking utensils clean. Don't let cooked food touch utensils or surfaces that have been used with raw meat and haven't been washed.

4. Keep food cold or hot. Buy meats last at the grocery store, and take them straight home to your refrigerator or freezer. Don't thaw meats or fish by letting them stand out all day - that gives bacteria time to grow. Keep food such as chicken, tuna or potato salad cold until you serve them.



If you had raw meat patties on this dish and didn't wash it well, you're coverting food poisoning.

Don't let cooked foods stand at room temperature. Put them back in a hot (at least 140F) oven if you will serve them later. Put leftovers into the refrigerator immediately. Before you serve leftovers, make sure you have reheated them thoroughly to kill any bacteria that has grown.

# Consider This

## Dream Vacation May Be Affordable

With a certain travel savvy, you can trim the cost of a dream vacation to the point where it actually is affordable.

Here are the basic ways to save:

* Make airline reservations well ahead to take advantage of special rates. Super-saver tickets are sold 30 days or more in advance.

* Read the travel ads and time your vacation for special air-fare and accommodations offers.

* Ask for hotel specials which are available for families or weekends.

* Travel light, you won't have to hire porters, give extra taxi tips, or pay for extra baggage on the airplane.

* Look for an area where recreation and entertainment are free. Vacation in the mountains where hiking trails are free. Fish and swim in sky-blue lakes at no extra cost. National parks have many free recreational features. Or select a resort that offers free golf course use or other recreation.

* Vacation close to home. No rent-a-car, and fewer transportation costs.

* If you're going as a family, rent a condominium. Apartment resorts are available in many parts of the country. They cost almost the same as hotels, but you can do your own cooking for the kids.

* Take a package tour that includes everything. They cost less than doing it all on your own.

* Look for low-cost alternatives such as charter flights to Europe, the Caribbean and Mexico.

* Don't try to do too much. You'll spend more and enjoy it less.

Wherever you go, stroll the city streets, relax on a park bench to watch people, and browse the shops and galleries - each are entertaining, informative and free.

"Did you turn off the iron? Did you lock the back door? Did you stop the newspaper? Did you . . ."

# Classified

### SALES ASSISTANT

Computerworld Classified Advertising has an immediate opening for a Sales Assistant in their Natick Sales Office. This position will report to Al DeMille, National Recruitment Sales Manager. You will assist the Recruitment Sales Manager with phone work, Wang word processing, coordinating materials for shows, share of market, maintaining lists for mailings, client correspondence, updating sales promotion tools, travel arrangements and other clerical duties as needed. To apply call Joan Pinsky at (617) 879-0700, x253.

### MAIL SERVICES COORDINATOR

IDC has an immediate full-time opening in its mail center. Your primary responsibilities will include processing and delivering the mail, making warehouse runs, distributing the weekly internal newsletter, and many other related duties. We are looking for someone who is dependable and willing to work. Shipping experience is helpful, but not necessary. A valid Massachusetts driver's license is required. To apply, please call Pam Leslie at (617) 872-8200, x317.

### SALES SECRETARY/ASSISTANT

CW Communications, Inc. has an immediate opening for a Sales Secretary/Assistant in their Irvine, CA sales office. This is an excellent entry-level position for someone with 2-3 years of secretarial experience, or a mature worker interested in re-entering the job market. Responsibilities include: correspondence, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, etc. Good phone presence and the ability to work well under deadline pressure a must. To qualify you should be well organized and flexible. Cooperation , a sense of humor and team spirit are most important attributes. To apply please send your resume to Jill Stevens, Micro Marketworld, 18004 Skypark Circle, Suite 100, Irvine, CA 92714, or call (714) 250-1305.

### FOR SALE

1979 Toyota Corolla Station Wagon. Strong runner, very little rust. Air conditioning, roof rack, new snow tires. Reduced to $950 to sell in May. Call Don Chambers at the WGE Publishing Institute, (603) 924-9261.

### YARD SALE

Yard sale on Saturday and Sunday, June 21 & 22. 17 Gleason Street, Watertown, MA (1 -1/2 miles past Watertown Square, off Main Street heading toward Waltham). Furniture, apartment-size washer and dryer, air conditioner, kitchen items, hand person's specials, antiques, etc. Call Shelley Bakst, IDC, (617) 872-8200 , x275.

### CAT FOR ADOPTION

Jesse needs a new home. Beautiful three-year old black, long-haired male (newtered) cat. Available for adoption. Loves the outdoors and is very affectionate. Cat accessories included. Interested? Please contact Steve Woit at IDG immediately. 875-5000 x419.

### ADMINISTRATIVE ASSISTANT

International Data Corporation has an opening in the President's Office. Responsibilities of this position include: clerical duties for the President, company travel arrangements, invoicing, meeting arrangements and purchase order generation. Candidates applying for this position should possess the following qualifications: minimum of 2 years secretarial experience; confidentiality, excellent communications and personal interaction skills, and attention to detail. Please send resume and salary history in confidence to International Data Corporation, Attn: JK, Five Speen Street, Framingham, MA 01701.

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### Irreplaceable Time

*Everything requires time. It is the one truly universal condition. All work takes place in time and uses up time. Yet most people take for granted this unique, irreplaceable, and necessary resource. Nothing else, perhaps, distinguishes effective people as much as their tender loving care of time.*

Peter Drucker

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# What's Happening???

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SEND ANYTHING you feel is "newsworthy" concerning your company or department to that attention of: IDG Update, 5 Speen Street, Framingham, MA 01701. Feel free to elaborate and continue on another sheet if necessary.

**WHAT'S NEW . . . WHAT'S NEW . . .**

# What's Happening???

Company/Department:____________________

Address:______________________________

Your Name:____________________________

Phone #:_______________________________

Description:____________________________

**WHAT'S NEW . . . WHAT'S NEW . . .**

IDG
UPDATE

Volume 16, Number 23 June 9, 1986

# CW Communications/Inc. Announces Launch of Digital News

At the annual meeting of country presidents from 19 international subsidiaries of CW Communications/Inc., CWCI Chairman, **PATRICK MCGOVERN** announced the formation of Digitial News Publishing Inc. The new company's first product will be **DIGITAL NEWS**, a bi-weekly tabloid newspaper for the DEC market.

According to McGovern "we believe in Digital, in its networkbased architecture, and most importantly, in its future as a world leader in the information business. Furthermore, our research indicates that DEC computer users need focused, timely news and product information not available in other publications. As the leading publisher of computer newspapers, worldwide, we feel we have a lot to offer DEC's large and growing userbase."

The president of Digital News Publishing is **PATRICK KENEALY**, the founding Editor and former Associate Publisher of Digital Review magazine. Kenealy, who has spent 9 years covering the minicomputer industry, observes that: "Three years ago, the DEC market was ready for its first top quality monthly magazine. Today, the DEC market demands a top quality newspaper. Last year DEC reported $6.686 billion in worldwide sales, releasing more than 300 new products the third-party vendors matched with 1500 others. Digital News will give readers product, people, company news and prospective at a frequency appropriate to the vibrancy of today's DEC market.

Digital News will be edited by **COREY SANDLER**, a veteran computer writer and journalist who has been Executive Editor of PC Magazine, columnist for PC Week, and Publishers Weekly and author of six books on computers and data communications. Most recently Sandler was Associate Director of the Gannett Center of Media Studies at the Columbia School of Journalism. "My years at Associated Press showed me how news events effect product buying behavior in fast-moving fields." Sandler also says, "accurate news reporting and percep-

(Continued from Page 1)

tive news analysis will help our editors choose what products to review and will help readers choose what products to buy. Users need to know what's coming up as well as what's available today."

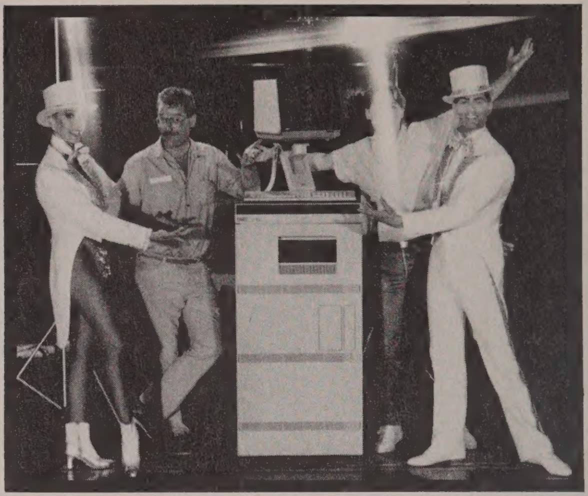
According to McGovern, "Pat and Corey are at the heart of a great team and they will have the worldwide resources of CW Communications/Inc. behind them. Given the global nature of DEC's activity, we expect to bring Digital News to key international markets by year-end.

The United States edition of Digital News will be in print this summer.

# More News ...

## "Who's The Star Here Anyway?"

Everyone attending the National Computer Conference in Las Vegas from June 16 through June 19 know the real stars are the products on display. So, for the NCC Daily!, a special show paper published on site in Las Vegas by Computerworld, it was only natural to team real life entertainers with a mainframe computer. The cover for the Daily! city guide, shot at Bally's Grand Hotel (formerly the MGM Grand Hotel) in Las Vegas, features a Nixdorf mainframe computer, terminal and keyboard, flanked by two of Bally's Jubilee Show dancers. Computerworld Art Director Tom Monahan, second from left, and photographer Geoff O'Connell clown it up between shots.



# People ...

IDG's Chairman, **PATRICK MCGOVERN** recently took a trip to CW Publikationen, CW's West Germany office to help celebrate the ten-year anniversaries of three CW Publikationen's employees. **RAINER OBERLANDER, FLORENCE MUES,** and **INGE SCHMIDT** enjoyed a wonderful group lunch together and afterwards, Patrick gave an IDG Corporate Profile presentation to the whole CW Deutschland staff. Congratulations to Rainer, Florence and Inge on their ten years with CW Publikationen and here's hoping for another ten!

(L to R: Rainer Oberlander, Florence Mues, Inge Schmidt, Patrick McGovern)

(Continued from Page 2)

RUN and AmigaWorld Ad Sales representative **KEN BLAKEMAN** and his wife are the proud parents of a baby girl, Brittany Lynn, born on May 25. The baby weighed in at 8lbs. 4oz. Congratulations to Ken and Jill on their new, healthy baby!

CWCI's **BILL LEITCH** has been elected to the Board of Directors of the Newton Conservators, Inc., a community organization in Newton, MA furthering conservation of natural resources, wildlife and open space. Bill has lived in Newton for 18 years and is active in other local organizations.

# New Employees ...

IDC Europa Limited is pleased to welcome two new additions to their office. First is **TREVOR MEACHAM** who joined the UK Consultancy Department as their Managing Consultant. Trevor's hobbies include hang gliding and weekend bird watching. Secondly they would like to announce **PHILIP MITCHELL** who now fills the New Account Managers position in the UK office. Philips has a keen interest in the fashion world. Welcome aboard, Trevor and Philip!

RUN magazine is also pleased to announce two new hires. First we will welcome **BETH JALA**, who has been hired as the magazine's Review Editor. Beth brings several years of editorial experience to the position. Beth and her husband have recently moved to New Hampshire from Long Island. Her hobbies include camping, photography, and many other outdoor activities. Next we welcome **PEG LEPAGE** who has joined the editorial staff as a Copy Editor. In this position, Peg will be responsible for editing the magazine's columns and articles. Previously Peg served for several years on the editorial staff of inCider. Welcome, Beth and Peg to your new positions and good luck!

The Advertising Department of 80 MICRO is pleased to announce the hiring of **GEORGIANNA FOREST** as Advertising Secretary. Georgie's duties include assisting the Ad Coordinator in her duties and keeping the busy clerical office running as smoothly as possible. Georgie enjoys fishing and her grandchildren in her spare time. She also plans to try hunting this year as a new experience. Best wishes and welcome Georgie!

On June 2, **SUSETTE BURTON** joined CW Communications Editorial Department as a summer intern, serving as an assistant to Suzanne Weixel and helping out with whatever other editorial tasks she has time for. Susette just graduated from Talladega College, in Talladega, Alabama, with a degree in English and will be starting work on her MA in journalism this fall. She worked as a reporter on the college newspaper and on The Anniston Star during an internship last summer. Please join us in welcoming Susette!

# Anniversaries ...

## One-Year Anniversaries

Gail Egbert, PCW
Sheila Milligan, PCW
Mark Pine, IDC
Wayne Sakamoto, CWCI

## Two-Year Anniversaries

Douglas Barney, CWCI

Don Best, IDC
Mitchell Betts, CWCI
Larry Hilderbrand, PCW

Three-Year Anniversaries

Ilene Goldman, IDC
Jeffrey Kaplan, IDC
Peggy Nauts, PCW

Four-Year Anniversary

Deborah Waters-Colacchio, CWCI

Six-Year Anniversary

Jim Reynolds, IDC

Seven-Year Anniversary

Tom Casalegno, IFW

Eight-Year Anniversary

William Sell, CWCI

Ten-Year Anniversary

Ann Clark, IDC

# Etcetera ...

### NEW TELEFAX NUMBER

IDC France now has a telefax number:
19.33.1 47 20 71 90

### NEW TELEPHONE NUMBER

The phone number for IDC Switzerland has been changed to 41 53 5 81 66. The speed code 064 has been set up for the new number.

# Fitness Focus ...

## How Sun Lovers Can Cut The Risk of Skin Cancer

It's the most common and most curable of all malignant cancers in man. Though 95 percent of these cancers can be cured, they must be detected and treated in time. Skin cancer can strike anyone, but sun lovers are the most frequent target.

The most likely candidates for sun-induced cancer are fair-skinned, blue-eyed people over 40 years of age, and everyone who works long hours in the sun. Blacks are lucky here. They are least likely to get it.

There are three early warning signs of skin cancer: A sore that does not heal; a change in size or color of a wart or mole; and development of any unusual colored area in the skin.

Generally, skin cancer appears in the area most exposed to the sun, such as the face, back of hands, forearms, back and legs.

These simple steps can help to protect you from sun-induced skin cancer.

* Use a sunscreen. PABA (para-amino-benzoic acid) is best. Apply about 45 minutes before sunning and both before and after swimming.

* Sun before 10:00 a.m. or after 3:00 p.m. when ultraviolet rays are the weakest.

One additional caution: Some antibiotics and antibacterial agents in soap and creams, barbituates, and birth control pills can make your skin more susceptible to burning. Some perfumes and aftershaves also have a similar effect.

# Consider This ...

## Sculpt Your Patch of Earth

You don't have to be rich to have a tastefully landscaped yard. Regular folks can add beauty and value to their homes too.

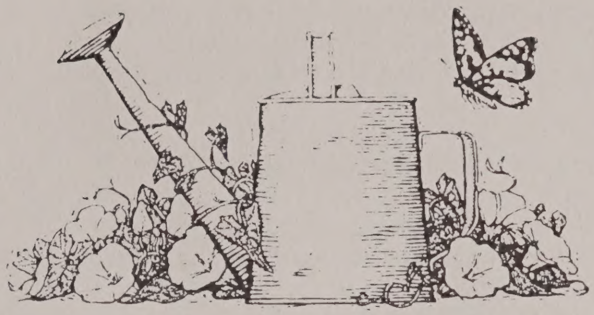
There are several measures, inexpensive ones, that can be taken toward nurturing a bright, attractive yard.

Just decide what type of arrangement you want, then place a few shrubs here and there. Maybe a rock garden blooming with perennials. Do what pleases you personally.

It's a project you don't have to hurry. If you're short on time, money, or both, you can landscape a little bit at a time. It doesn't have to be done in a day and it's supposed to be fun.

To begin, remember to keep convenience and maintenance in mind. That means shrubs, probably miniature varieties that grow slowly and retain shape without a lot of trimming. Small, decorative trees like flowering crabapples, sunset maples, or magnolias don't grow out of control and they have attractive blossoms.

Other tips for sprucing up your lawn or yard include:



* Mulch, usually wooden chips or colored stones. Mulch is relatively inexpensive and is available in a variety of colors, sizes and textures.

* A landscaped area can be more than nice to look at. A trend now involves landscaping around vegetable or herb gardens, a touch that is functional because it sets off the garden and can be used to separate segments of the garden.

* Once all is in place, be sure to fertilize and treat the grass. When mowing, leave at least two inches of clearance so you don't scalp the yard.

Landscaping requires good planning, so be sure to have a clear design in mind.

# Classified ...

**SALES SECRETARY/ASSISTANT**

CW Communications, Inc. has an immediate opening for a Sales Secretary/Assistant in their Irvine, CA sales office. This is an excellent entry-level position for someone with 2-3 years of secretarial experience, or a mature worker interested in re-entering the job market. Responsibilities include: correspondence, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, etc. Good phone presence and the ability to work well under deadline pressure a must. To qualify you should be well organized and flexible. Cooperation, a sense of humor and team spirit are most important attributes. Please send your resume to Jill Steven, Micro Marketworld, 18004 Skypark Circle, Suite 100, Irvine, CA 92714, or call (714) 250-1305.

### INCIDER ADVERTISING COORDINATOR

inCider Magazine has an opening for a person who would have some experience in the following functions and responsibilities required of this position: Coordinate all aspects of advertising space reservations on a monthly basis; keep monthly logs for all ad space reservations; represent advertising during the dummy; keep close contact with the West Coast Sales Office during closing; keep track of all new artwork and make sure all last ads meet the deadline; make sure all accounts have contracts on file and have approved credit; bill all accounts on a monthly basis, and prepare monthly closing, revenue, and lineage reports. Applicants should send a resume, cover letter and salary requirements to Rita Rivard, Assistant to the Publisher, inCider Magazine, 80 Pine Street, Peterborough, NH 03458.

### ASSISTANT ADVERTISING COORDINATOR

RUN and AmigaWorld have a position available assisting the advertising coordinator in maintaining advertisers records, artwork flow, and customer service. This person will work directly with the RUN/AmigaWorld Production Departments and Advertisers. A knowledge of advertising materials (film and mechanicals) and accurate record keeping skills are required. The Assistant Advertising Coordinator will be trained in all aspects of the Advertising Coordinator's position to fill in when needed. Please direct inquiries and return to: Stephen C. Robbins, National Sales Manager, RUN/AmigaWorld, CW Communications/Peterborough, 80 Pine Street, Peterborough, NH 03458. (603) 924-9471, x420.

### CAPE COD RENTAL

Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400 per week. Call Valerie Bernas evenings, (617) 877-3272.

### FREE KITTENS

Black kittens, free to good home. Two months old. Call Donovan White at CWCI, (617) 879-0700, x523.

### RARE CLASSIC MOTORCYCLE

1975 Triumph Trident. Low miles, low serial number. First and last year of major redesign. Three cylinder, 4 stroke, 750 cc. Beautiful collectors piece. Serious inquiries only, please. Call William Smith at CW/P, (603) 924-7138, x628. Or call after 6:00 p.m., (603) 889-4009.

### HOUSE FOR SALE

Holliston . . . Circa 1795 Antique Cape fully restored. Large country kitchen with wood stove, family room with fireplace, livingroom, diningroom, three bedrooms, garage and 1/2 acre abuts conservations land. Courtyard and private patio. Call Susan Perry at IDG, 875-5000, x407.

### WELLESLEY TWO BEDROOM HOUSE RENTAL

Available July 1. All new interior, Jenn-air kitchen, washer, dryer and dishwasher. Lots of storage. Lawn maintenance provided. Walk to track and tennis courts. $950/month + utilities. Call Valerie Bernas evenings, 877-3272 or 877-0539.

## BASIC TRAINING

The following are practical applications of the Golden Rule:

1. If you open it, close it.
2. If you turn it on, turn it off.
3. If you unlock it, lock it.
4. If you break it, repair it.
5. If you can't fix it, call in someone who can.
6. If you borrow it, return it.
7. If you use it, take care of it.
8. If you make a mess, clean it up.
9. If you move it, put it back.
10. If you want to borrow something, get permission.
11. If you don't know how to operate it, leave it alone.

# IDG UPDATE

Volume 16, Number 24 June 16, 1986

## PCWCI Launches *Publish!*

Every good magazine is born of a vision. *Publish!* represents a vision of a magazine about a new technology-a technology used to produce the magazine itself.

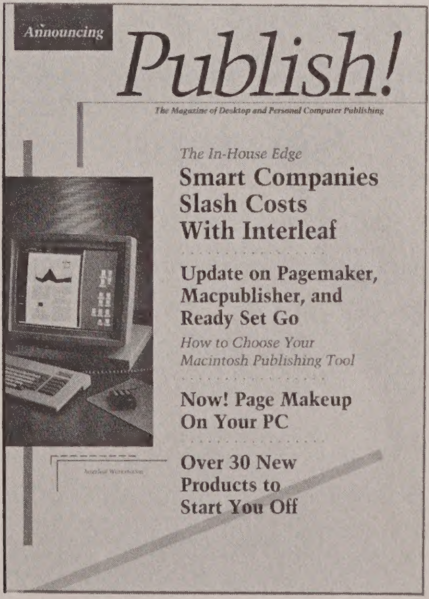
Although PCWCI's vision of *Publish!* embraces the IBM PC and the Macintosh, it's much more than that. They are also concerned with the growing use of workstations like the Sun Micro, the Apollo, and the IBM RT PC. They see this trend developing from two directions.

One is at the grass-roots level, where desktop publishers, who use largely Macintosh-based systems, will be producing more of their own newsletters, reports, and in some cases, newspapers and even magazines.

At the same time, they see minicomputer-based software and computer-aided publishing systems migrating down toward the personal computer area.

*Publish!* will cover the range, keeping tabs on both sides of the personal computer publishing phenomenon. *Publish!* will assist the individual publisher who has one personal computer and a laser printer; and it will also show how to build networks and larger systems, what the best hardware choices are, how to integrate software into those systems, what the best software is, and how to obtain the optimum results.

*Publish!* is a real testing ground for personal computer publishing technology. *Publish!* promises to push the technology to the absolute limit as part of our challenge to be on the leading edge of the revolution. It will test and report on software systems the moment they hit the market and in many cases, even earlier.



Announcing

*Publish!*

*The Magazine of Desktop and Personal Computer Publishing*

*The In-House Edge*

**Smart Companies Slash Costs With Interleaf**

**Update on Pagemaker, Macpublisher, and Ready Set Go**

*How to Choose Your Macintosh Publishing Tool*

**Now! Page Makeup On Your PC**

**Over 30 New Products to Start You Off**

(Continued from page 1)

By reading *Publish!* readers will be informed, will save money and may even find that the magazine itself will inspire the reader to attempt greater things in their work.

Although *Publish!* has an exciting vision of what it is all about and what the technology entails, the *Publish!* team also knows from experience in the fast-moving computer industry that things change very fast and are quite unpredictable.

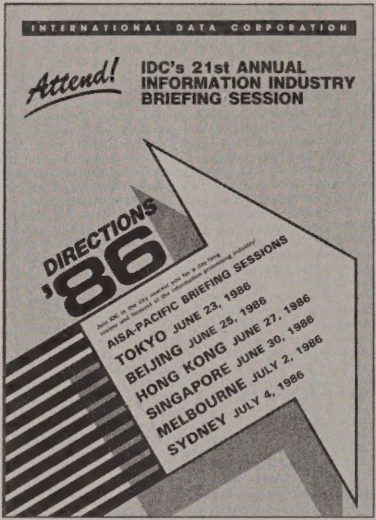
That's what makes personal publishing such an adventure. And *Publish!* is the grandest adventure of all because it's the true realization of the medium as the message. It's an unparalleled opportunity to bring together the two worlds ..... personal computers and publishing.

# More News ...

## IDC Presents Directions '86 Asia-Pacific Briefing Sessions

The information industry underwent dramatic change during 1985. Will the slowdown continue? What will 1986 and beyond be like? Who will be the winners and losers?

To find the answers to these questions, IDC is holding their DIRECTIONS '86 -- IDC's 21st ANNUAL INFORMATION INDUSTRY BRIEFING SESSION from June 23 through July 4 covering cities from Tokyo to Sydney. IDC's team of Senior Research experts will be there to share their outlook on the forces driving the information industry and covering the latest market trends and innovations and look ahead to the next five years.



INTERNATIONAL DATA CORPORATION

Attend! IDC's 21st ANNUAL INFORMATION INDUSTRY BRIEFING SESSION

DIRECTIONS '86

Join IDC in the city nearest you for a day-long review and forecast of the information processing industry!

AISA-PACIFIC BRIEFING SESSIONS
TOKYO JUNE 23, 1986
BEIJING JUNE 25, 1986
HONG KONG JUNE 27, 1986
SINGAPORE JUNE 30, 1986
MELBOURNE JULY 2, 1986
SYDNEY JULY 4, 1986

As always this information-packed day is a must for all executives who are involved in strategic planning, marketing and sales, management information systems, R&D, communications, office automation, software and services.

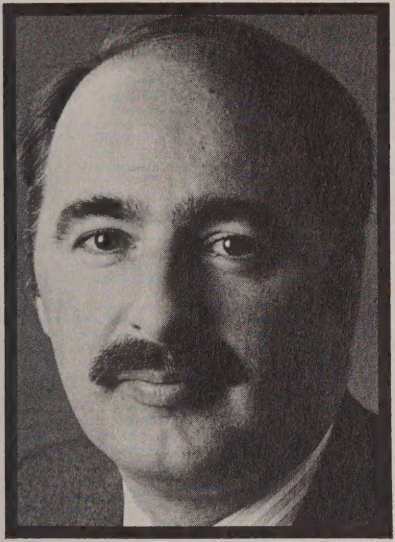
The IDC Asia-Pacific Briefing Sessions will kick-off in Tokyo on June 23, then carry on to Beijing on June 25, Hong Kong on June 27, Singapore on June 30, then travel to the land down under, covering Melbourne on July 2 and Sydney on July 4.

# People ...

**JIM CONNELL**, an executive previously associated with numerous publications in Great Britain, has been named Vice President of Publishing for Wayne Green Enterprises, Inc., the Peterborough,

(Continued from page 2)

New Hampshire-based publishing and consumer electronic company -- a division of the International Data Group.



"Jim's extensive magazine background fits perfectly with our present needs and our plans for future expansion, "said Wayne Green. "I'm delighted to have someone of his experience aboard."

Born in London, Connell most recently served as Chief Executive Officer and Chairman of seven companies for the Argus Press Group. Publishers of special interest periodicals in the computing, video, hobby, photography and communications fields.

Connell and his wife, Patricia now live in Peterborough, New Hampshire.

# New Employees

The CWCI Traffic Department has recently hired a new member to their staff. **ELIZABETH GITTINS** fills the position of Distribution Coordinator. She will be handling the postage accounts, air bills and assist in monitoring the distribution for all publications. Elizabeth has just graduated from the University of Massachusetts in Amherst with honors majoring in Business Administration. Her activities include intercollegiate domitory council representative, varsity equestrian team and softball. Let us all give Elizabeth a warm welcome to the staff at CWCI!

Soon to join the staff of *Macworld* is **CYNDI RAMSEY** who will be based in Los Angeles. For the past 4 1/2 years, Cyndi has been with Ziff-Davis Publishing, first as a Placement Manager in the computer Magazine Division and for the past two years has been selling advertising space of *PC Jr* and then *A+.* Cyndi brings to *Macworld* a great deal of energy, enthusiasm and market knowledge that will greatly benefit the growth and profitability of the publications. Welcome to the team, Cyndi!

The CWCI Editorial staff is pleased to announce that **MARY GROVER** will be joining them as Copy Editor. Mary graduated magna cum laude from Boston College with a bachelor's degree in English. While in school, she was editor of the *Stylus Literary* and *Arts Magazine.* Most recently, she worked as a proofreader and typesetter for a publishing house in Albany, New York. Please join in welcoming Mary to the copydesk!

# Anniversaries

## One-Year Anniversaries

Joan-Carol Brigham, IDC
Donna Doody, CWCI
Edward Foster, IFW
Linda Holbrook, IFW
Vincent Napoli, CWCI

Two-Year Anniversaries

Scott Baum, CWCI
James Gold, IDC
Donna Raimondi, CWCI

Three-Year Anniversaries

Andrea Florence, CWC/P
Susan Ford, PCW
Derek Hulitzky, CWCI

Five-Year Anniversaries

Patricia Keefe, CWCI
Marilynn Raineri, IDC

Six-Year Anniversary

Matthew Smith, CWC/P

Thirteen-Year Anniversary

Jack Edmonston, CWCI

# Etcetera ...

**NEW TELEPHONE NUMBER**

The telephone number for Wayne Green Enterprises has been changed to:

(603) 525-4201

# Fitness Focus

## Summer's Here -- Bee Smart

Dr. Jim Nelson, an allergist in Fort Wayne, Indiana, recently gave this advice on bee stings and what to do about them.

A sting, say Dr. Nelson, occurs when the bee injects a venom containing protein into its victim. If there's enough venom, it can be poisonous. The bee stings as part of its natural defense. In the general stinging bee category, there are honeybees, wasps and hornets. Yellow jacket bees sting most frequently because they are aggressive and want to sting.

Honeybees are the only type of bee that leaves a stinger. Even though the bee has been brushed aside, the stinger with its venom-filled sac will often remain. Scrape off the stinger, then apply a paste of meat tenderizer and water, a quarter teaspoon of tenderizer in one or two teaspoons of water. This destroys the venom.

Bees are attracted to color, perfumes and scented colognes. If you wear white and aren't wearing anything scented, you are least likely to attract a bee.

Most bees only sting when threatened, so most people are wise enough to let them alone. Bees, however, are frequently in the grass and if you go without shoes in summer you have a good chance of being stung on the bottom of your feet.

"There's a friendly bunch here today. That's the third person to wave to me!"

# Consider This ...

## What Blocks Creative Thinking

Creative thinking that brainstorming is supposed to produce can be stifled in many ways. Some of the most common slowdowns are:

* Criticism - Either bad or good, it can kill the goose before the golden egg is produced.

* Fear - Instead of an open exchange of ideas, some participants will not contribute because they are afraid their ideas will be rejected or ridiculed. For the best idea exchange, a "no penalty" situation must be developed where no one is put down for an idea, no matter how impractical it may seem.

* Levels of responsibility - In a meeting where people of various levels, manager, supervisor, and workers, for example, are present, often participants will let the bosses do the talking. Good ideas may be held back because they don't jibe with what a person in authority has come up with. In a brainstorming session, all should be encouraged to contribute. That's what brainstorming is all about.

* Discomfort - Creative thought comes through better in a quiet, relaxed environment. The room should be comfortable and private, free from interruptions and distractions.

* Resistance to change. For all that's been said about the importance of change, some people would rather have things stay the way they are. They are comfortable in their work and aren't interested in changing anything.

* Lack of outside influences - If a group that has worked together is meeting for a brainstorm session, there should be others present to stimulate ideas. Working together may make people take the same attitudes.

Meeting to generate new ideas are not new, they have been going on in American business for decades now. What is new is the even greater value that is place on innovation today.

# Classified ...

**SECRETARY/PRODUCTION SUPERVISOR**

The IDC Consulting Group has a newly created position available for a Secretary/Production Supervisor. This challenging position requires a responsible, well-organized person dedicated to producing high-quality results in a timely fashion. Advanced word processing experience is necessary, Wang preferred. The job entails extensive word processing, including attractively formating presentations, finalizing documents (i.e., typing edits, formating, spelling check, hyphenation, pagination, and printing, typing tables, dictaphone transcription, group phone coverage, and other various duties. The individual will have full responsibility for producing accurate, attractive documents within the required timeframe. This will require working some over-time and/or arranging for additional secretarial assistance. This position offers a lot of variety, including supervision of an entry level secretary who will assist with typing and clerical duties. If you posses an enthusiastic, team-spirited attitude, please contact Jeanne DeFlorio, IDC, 5 Speen Street, Framingham, MA 01701.

### SWITCHBOARD/RECEPTIONIST

CW Communications/Inc. is looking for an energetic, mature individual for mothers hours to handle a very busy ROLM /PBX servicing 250 employees. Other duties include receiving visitors. This position is part-time, five days a week from 10 a.m. to 2 p.m. The ability to be flexible is very important. To qualify, you must have excellent diction and a pleasant telephone manner. Previous console experience is a plus. To apply, please call Mary Rinaldo at (617) 879-0700.

### DIRECTOR OF RECRUITMENT ADVERTISING

This is a new position for someone who can take charge of an expanded recruitment advertising sales effort for Computerworld and other CWCI products. You will be in charge of a staff of account managers and telemarketers operating out of CWCI Framingham, and will be responsible for the expansion of recruitment advertising sales, as well as the development of new recruitment advertising vehicles, including job faires. To qualify, you should have an extensive space sales background, preferably with sales management experience, as well as excellent experience with recruitment advertising. You must also be able to create and supervise budgets and quotas. To apply, send a letter to Don Fagan, Publisher, Computerworld, CWCI Framingham, 375 Cochituate Road, Framingham, MA 01701.

### ASSISTANT ART DIRECTOR

Micro Marketworld is seeking an Assistant Art Director to work in the Framingham office. The position requires strong design skills to prepare charts, presentation graphics and other material to enhance our editorial format. The ability to do mechanicals is also a must. The candidate would also serve as a back-up for the art director, to whom the position reports. Candidates for the position must be able to work under deadline pressure. The ideal candidate would have a minimum of two years experience in a publishing environment, preferably in a newspaper or newsweekly setting. A degree from an art school is preferred, but suitable job-related experience can be substituted. Candidates must be able to present examples of their work. This is not an entry level position. Any interested candidates should send a cover letter and resume immediately to Ann Bartolotti, Art Director, Micro Marketworld, Box 9170, 375 Cochituate Road, Framingham, MA 01701. No phone calls please.

### CAPE COD RENTAL

Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400 per week. Call Valerie Bernas, evenings at (617) 877-3272.

### WELLESLEY TWO BEDROOM HOUSE RENTAL

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### FREE KITTENS

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IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme mailbox: IDG.UPDATE.

# IDG UPDATE

**Volume 16, Number 25** **June 23, 1986**

## CW International Managers Convene in Anchorage

Managers of CW publishing units world - wide met in Anchorage, Alaska for the 9th Annual Management Meeting during the first week of June. The midnight sun kept them up to the wee hours and woke them up early for the breakfast huddles and the workshops and conferences.

Attendees included the Managing Directors of CWCI's publishing operations in Argentina, Australia, Brazil, Denmark, France, Germany, Japan, Mexico, Netherlands, Norway, People's Republic of China, Southeast Asia, Spain, Switzerland, United Kingdom, United States, and Venezuela.

At the CW Chairman's award dinner, the Chairman's Cup for Management Excellence was given to **AXEL LEBLOIS,** currently CW's head of Southern Europe. This is the second year in a row for Axel winning the Chairman's Cup. No wonder he was recently nominated as CWCI's new C.E.O.!

Other award winners at the dinner include Most Successful New Publication Launch to **CW VENEZUELA**; The Greatest Percentage Increase in Advertising Revenue went to **CW NORGE**; Greatest Percentage Increase in Paid Circulation Revenue went to **PC WORLD AUSTRALIA** and last but not least, an award went to **PC WORLD ESPANA** for the Greatest Precentage Increase in Advertising Marketshare.

## IDG's Anthem

One of the highlights of the Chairman's Award Banquet was the recital of an anthem for IDG which was composed within a few hours notice by Chen Mingkun, General Manager of China Computerworld. The anthem went like this:

### Information Power to the People!

Information Power to the People,
It is a wonderful dream.
For one who is in IDG Group,
It is our glorious mission.

(Continued )

(Continued from Page 1)

From every part of the world,
We join in our harmonic family.
We are persistent in the goal-reaching,
We are a powerful team.

We stay close to our customers,
We show respect to our readers.
We are strict in quality-keeping,
We are flexible to meet changing needs.

We keep our staff lean and mean,
To be the biggest and the best.
Let's try it, forever we strive,
To the new century, for better life!

Information Power To The People,
It is a wonderful dream,
For one who is in IDG Group,
It is our glorious mission.

# People

At the 18th Annual Boston Publicity Club Bell Ringer Awards held at the Charles Hotel in Cambridge on May 15, **CHRIS SHEROFF**, CWCI's Director of Public Relations, was recognized for her creative involvement in a public relations campaign for last year's Shriner's Football game. Chris was the writer, on a freelance basis, for Watnick Promotions of Malden, the company that won a first place Bell Ringer Award in the Feature Placement category. The award was given for the placement of a television feature story focusing on the 1985 Shriner's Football King, Richard Belanger of Lowell. This 16-year-old Massachusetts boy lost both feet in a train accident, but was helped to live a normal life again, and even play sports, by the Shriner's Hospital for Crippled Children in Springfield.

The letter "pitching" the story to Ronnie Clemmer, Channel 5 feature reporter, resulted in a three-minute television news feature on the Football King and the Shriner's All-Star H.S. Football Classic, which benefits Shrine hospitals for burned and crippled children.

Chris will receive a certificate in recognition of her contribution as the writer on the Watnick Promotions account team.

# Promotions

**LINDA BOWES**, formerly IDG's Receptionist/Secretary, has been promoted to Administrative Assistant to the Corporate Personnel Manager. In this newly created position, Linda will be responsible for assisting in the planning and delivering IDG's in-house Employee Skill Development Programs, administering the Tuition Assistance Reimbursement Plan, and the monthly "lunchtime" seminars. Additionally, Linda will be working on creating a library

(Continued fromPage 2)

of educational films and audio cassettes which will soon be available to our employees on a borrowing basis. Congratulations on your new position, Linda!

Thanks to Mike Masters, who cultivated a rising star, *Macworld* has a brand new Account Manager for the New York/Mid-Atlantic sales territory, **GALE PATERNO.** Within two years, Gale has grown from her original position at CW as a Sales Assistant to an Account Manager on *Computerworld Buyers Guide,* and more recently on *Computerworld Focus* . Gale brings to *MacWorld* a knowledge of the Eastern sales territory, IDC research and the computer market. Congratulations, Gale, on a job well done!

# New Employees

Please join in welcoming **BLAIR HEATH CRANE** to the PCWCI Ad Sales Department. Blair will be working as an Administrative Sales Assistant for *Macworld.* Blair most recently comes to us from Grey Advertising, with a background in both Journalism and Advertising. She is newly married to David Crane, a CW employee with *Micro Marketworld.* Welcome aboard Blair!

A warm welcome to **DEBBIE THISTLE**, our new receptionist at IDG. Along with greeting visitors, scheduling conference rooms and routing telephone calls, Debbie will assist the various departments with special projects as they arise. In her spare time, Debbie does volunteer work for special needs children and enjoys running, traveling and having a good time. Welcome aboard Debbie!

# Anniversaries

## One-Year Anniversaries

Vicki Brown, IDC
Carol Tarchara, CWCI

## Two-Year Anniversaries

Michael D'Onofrio, CWCI
Pamela Leslie, IDC
Carol Miller, IDC
Lisa Morse, IDG
Nina Ricci, IDC

## Three-Year Anniversaries

Mark Duran, PCW
Beth Krommes, CWC/P

## Five-Year Anniversaries

Marcia Burke, CWC/P
Doug Cheney, CWCI
William Greenwood, CWC/P

## Six-Year Anniversary

Robin Silverman, IDG

## Eight-Year Anniversaries

Marica Blumenthal, IDC
Susan Dovi, CWCI
Debra Sobin, IDG

# Fitness Focus

## Calcium Confusion Cited

Many experts maintain that calcium helps the body fend off osteoporosis, the disease that causes loss of bone density. But some

(Continued on page 4)

doctors argue that calcium alone won't prevent the disease and that taking too much calcium is dangerous.

If more than 2,000 milligrams a day of calcium enter the body, either in pill form or in food, kidney stones can develop. Calcium deposits may also form in the aorta and brain. Many people think of calcium as a vitamin, figuring if a little does some good, a lot will do more good.

Now Dr. Bruce Ettinger of San Francisco's Kaiser-Permanente Medical Center joins other nutritional authorities as he says, people "are being misled into thinking they can take calcium supplements and that alone will prevent bone loss." Most experts agree on these points:

* Diet. The Recommended Daily Allowance of calcium is 800 milligrams for men and women, although many experts say 1,000 millligrams is better for middle-age women.

* Pill vs. food. Doctors recommend calcium from food rather than from supplements, mainly because it's more difficult to get dangerous amounts of calcium from food.

* Women who run the highest risk of developing the disease are heavy smokers, heavy drinkers, those of Northern European background, those who have children, people who had a low-calcium diet as children, people who are sedentary, and those who are petite. About 1 in 4 women over 60 years old have osteoporosis.

* Preventive treatment. A combination of female hormone estrogen (for women), plus calcium supplements and daily exercise is most often prescribed for high-risk groups.

No matter how much calcium you take, it might not be enough if your body isn't absorbing it. Calcium absorption is reduced by:

* Excessive alcohol, coffee, and possibly salt.

* Food passing through the body too quickly. People who have had stomach surgery, or who are allergic to milk, or flour, or who are on high-fiber diets should take supplemental calcium between meals.

* Vitamin D deficiency

* Taking diuretics

Excellent sources of calcium include: yogurt, 1 cup, 415 mg; collard greens, 1 cup, 357 mg.; 3 oz. sardines with bones, 372 mg.; 1 oz. swiss cheese, 272 mg.; 1 cup whole milk, 291 mg.; 1 cup raw oysters, 266 mg.; 1 cup broccoli, 178 mg.; 1 cup ice cream, 176 mg.; 1 cup cottage cheese, 154 mg.

# IDG's Ten Corporate Values

- Dedicated to our mission -- information services on information technology
- Respect for the dignity of each individual
- Invest in our people through training
- Keep close to our customers

(Continued on Page 5)

- Produce products of the highest quality
- Excellence in customer service
- Keep Responsive to changes in our marketplace
- Decentralized management style - independent business units
- Keep the corporate staff lean
- Action-oriented "let's try it"

# Classified

## Job Opportunities at Digital News Publishing

Our company's newest publication is officially in business with a target launch date later this year. Digital News will be a controlled-circulation biweekly newspaper for the Digital Equipment Corporation computer market. The paper will be the first product of a new business unit located in downtown Boston, Mass., and will be heavily automated from its PC-based automated sales support system to its state-of-the-art full-page-layout prepress production system. Digital News offers exciting opportunities on an important start-up and welcomes interested candidates for the following positions:

Interested applicants should send a resume or letter of interest to Jon Epstein, Digital News Publishing, c/o International Data Group, 5 Speen Street, Framingham, MA 01701.

### NATIONAL SALES MANAGER

Responsibilities include hiring and supervising ad sales representatives and advertising support staff, defining territories, maintaining competitive linage and sales forecast databases, and supervising design and implementation of ad promotion material. Ideal candidates will have a proven track record in high tech advertising sales management and the desire to build the leading sales team in a growing market segment.

### ADVERTISING SALES REPS

Responsible for all display and classified advertising sales in a multi-state territory. One to two years previous advertising sales experience required, newspaper and minicomputer experience ideal. PC's will be provided for sales reporting, forecasting, electronic mail and client correspondence.

Available territories:

New England
Mid/South Atlantic
Southern California/Southwest
Northern California/Northwest

### ADVERTISING COORDINATOR

Responsibilities include coordinating all aspects of advertising space reservations on an issue-by-issue basis, keeping monthly advertising contract logs, representing advertising department during dummy, checking advertiser credit, and double-checking central billing services. Ideal candidates will have accurate record-keeping skills, a pleasant telephone manner and good presence of mind under time pressure. Job located in new Digital News offices in downtown Boston.

### CIRCULATION DIRECTOR

Responsibilities include budgeting, list acquisition, subscription promotion, fulfillment, renewal processing, sales support, and forecasting and planning. Position involves negotiating and maintaining relationships with outside suppliers of services as well as providing accurate circulation demographics to the advertising, editorial and production departments. Ideal candidate will combine energy and hands-on attitude necessary for a new publication launch with two to three years circulation experience and a desire to build an efficient circulation staff. Job located in downtown Boston reporting to subsidiary president.

## SALES SECRETARY

Responsibilities include answering and routing incoming telephone calls, typing, filing, organization of media kits and other sales promotion materials. Extensive client contact involved. Applicants should have at least one year of office experience, an excellent telephone manner and typing ability in the 50-70 wpm range. Word processing experience helpful, but will train.

## EDITORIAL SECRETARY

Responsibilities include telephone answering, correspondence typing, scheduling of travel arrangements, filing and supervision of office petty cash account and editorial freelance payments. Applicants should have at least one year of office experience, an excellent telephone manner and typing ability in the 50-70 wpm range. Word processing experience helpful but will train. Job located in new Digital News offices in downtown Boston.

## MANAGING EDITOR

Responsibilities include the coordination of the flow of editorial copy and art with the needs of production cycles. Working with the Assistant Managing Editor/-Production, the editor will hire and supervise the production staff, setting production and distribution schedules, dealing with printing, paper, and distribution vendors, setting and meeting a production budget, and configuring and running an electronic prepress production system to produce file for editorial and classified ad pages. The Managing Editor also is the gatekeeper of the editorial process, releasing copy, headlines, and art to the production process. The Managing Editor establishes and maintains editorial schedules and supervises the Art Director, Copy Editor, News Editor, and Feature Editor in the production side of their assignments. Other duties include oversight of the typesetting and page makeup cycles. Candidates should have proven newspaper experience under deadline pressure, good personnel management skills, and the energy needed to launch and grow an important newspaper.

## ASSISTANT MANAGING EDITOR/PRODUCTION DIRECTOR

Assist the Managing Editor in the production and editorial supervision responsibilities. Candidates should have strong newspaper production backgrounds and the ability to create and maintain production schedules.

## NEWS EDITOR

Responsibilities include hiring and supervising staff and contributing news writers (using a national network of PC's), assigning and editing news stories, and ranking and positioning stories on front page and in news section of every issue. Ideal candidates should have three or more years of computer journalism experience with at least one in a managerial capacity. Job will be in new Digital News offices in downtown Boston.

## FEATURES EDITOR

Responsibilities include conceiving, assigning, and editing product review, case study and survey articles, hiring and managing staff editors and contributing columnists, working with the art department to illustrate stories and story packages, and administering a sizable freelance budget. Ideal candidates will have at least three years of computer industry editing experience and familiarity with minicomputer terms and concepts. Job located in new Digital News offices in downtown Boston.

## TECHNICAL EDITOR

A critical link in the editorial chain of the newspaper, the Technical Editor will be responsible for technical accuracy of staff-written and contributed articles, for consultation to news and feature editors about story assignments, and for authorship of news and feature pieces. Editor should have strong computer, engineering, and business backgrounds, as well as strong editorial skills to become part of the newspaper process.

## STAFF EDITOR-NEWS

Responsibilities include conceiving, researching, reporting and writing news stories, and rewriting news stories from contributors. All writing to be done on a fully-automated full-page-layout production systems. Ideal candidates should have at least one year of computer journalism experience with excellent telephone interviewing and source cultivation skills. Job in new Digital News offices in downtown Boston. Travel required.

## STAFF EDITOR-FEATURES

Will edit contributed feature articles on minicomputer products and applications and will occasionally write similar articles. Ideal candidates will have one to two years computer journalism experience with emphasis on structure and content editing rather than writing.

(Continued from Page 6)

Good written, verbal and visual communication skills a must.

### CHIEF COPY EDITOR

Responsibilities include editing news and feature articles for grammatical correctness and stylistic consistency, writing headlines and subheadlines, and checking page proofs for layout and typesetting errors. Ideal candidates should have two or more years of copy editing experience and the ability and desire to build a copy editing department for a new newspaper. Experience on electronic editing or word processing systems preferred but will train. Job located in new Digital News offices in downtown Boston.

### ASSISTANT COPY REWRITE/EDITOR

A strong wordsmith with the special ability to take technical articles or press releases and convert them to readable and informative news articles, under deadline pressure. Headline writing and general copy editing skills also needed.

### ART DIRECTOR

Responsibilities include design of all sections of the publication, hiring and supervision of art and layout staff, development and adherence to art budget, commissioning of outside illustrators and photographers and equipping of art department in an electronic prepress production environment. Familiarity with electronic full-page typesetting equipment a plus but good design sense of primary importance.

### COPY EDITOR

Micro Marketworld has an immediate opening for a Copy Editor whose responsibilities include: editing news and feature for grammar, style, spelling and consistency; proof-reading page proofs; writing headlines, captions and blurbs; occasionally rewriting press releases for product and news section fillers. This position requires a sharp eye for detail; the ability to work under the pressure of daily deadlines; some journalism experience and/or a college degree with emphasis in journalism. Experience on electronic editing systems is preferred. Knowledge of computers is helpful, but not necessary. If interested, please contact David Grober at 879-0700, x377 or send resume and cover letter to: David Grober, Managing Editor, Micro Marketworld, 375 Cochituate Road, Framingham, MA 01701.

### EDITORIAL ASSISTANT

Micro Marketworld has an immediate opening in its busy Editorial deparment for a full-time Editorial Assistant. The duties include: Answering all departmental phone inquiries and channeling calls to appropriate writers and editors; sorting all departmental mail on a daily basis; monitoring wire copy and distributing it to appropriate staff; copying and clipping MMW issues for clipping morgue; maintaining morgue to keep current; scanning and clipping relevant news items from the daily business press and distributing the clippings to staff members; maintaining the editorial index and rolodex files; tracking vacation and sick days; travel arrangements; setting up functions; laying all groundwork for the annual meeting, fetching Nexus reports as requested by the staff; transmitting stories to the international wire; maintaining office supplies; and generally assisting the Editor with letter writing, filing and other duties. The ideal candidate would have at least two years experience in a business office, solid typing skills, proven phone skills and an ability to carry out multiple tasks with a minimum of supervision. Send resume and /or cover letter to Bill Laberis, Micro Marketworld, Box 9170, Framingham, MA 01701.

### SENIOR WRITER

Micro Marketworld has an immediate opening for a Senior Writer. The position is one of three writing and reporting posts in the West Coast Bureau Office. The primary role of the senior writer is to write comprehensive news and analysis pieces on vendor and reseller companies located for the most part on the west coast. The writer will report to the Executive Editor in Framingham and would be assigned several beat companies consisting of key vendors, value-adding dealers, and value-added resellers. The Senior Writer will then be responsible for establishing and maintaining close relationships with key operatives within those companies. We are seeking an aggressive, highly skilled reporter who knows the importance of persistence and diligence in hounding a beat in a very competitive publishing climate, and must prove he/she has these qualities through experience. Some travel is required. Candidates must have a minimum of two years journalism experience with a thorough understanding of marketing issues within the microcomputer industry, and must also have a working knowledge of microcomputer technology. Candidates must also be familiar with the reseller community to the extent that contacts within this community have already been established in previous jobs. A college degree is required to be considered.

Interested candidates should send a cover letter and resume to Bill Laberis, Editor, Micro Marketworld, Box 9170, 375 Cochituate Road, Framingham, MA 01701, or call 879-0700.

### DEPARTMENT ASSISTANT

The Corporate MIS Department of CWCI is interviewing for the position of Department Assistant. The primary function of this position is to support the Corporate MIS Director and MIS Department. The assistant will answer incoming calls, open and sort mail, process all incoming and outgoing paperwork, maintain a department filing system, monitor budget expenditures, make travel arrangements and be responsible for the general administration of the department. The successful candidate will have a working knowledge of computers and their peripherals on a day to day basis inputting data, runnng reports and assisting other users with minor problems. This position also requires the candidate to have the ability to interact well with people, be self-motivating, be able to take initiative, make decisions quickly, capable of working without supervision, extremely mature, and would conduct him/herself with an air of professionalism. Candidates should submit their resume to T Love, CWCI, 375 Cochituate Road, Framigham, MA 01701.

### MAILCENTER STAFF

CWCI has an immediate opening for someone to work in their Mailcenter full time. Responsibilities will include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. A willingness to work as a member of a team is required. Dependability a must. This is an entry level position with the only requirement being a valid Masachusetts driver's license. Postal experience is a plus. To apply, please call John Merullo, CWCI, 879-0700, x373.

### CONDO FOR RENT

Hilton Head, South Carolina. Beautifully furnished 2-bedroom villa at The Village, Palmetto Dunes. Sleeps 5, 150 yards from ocean and beach, a few feet from Fazio Golf Course and Rod Laver Tennis Court and School. Week of September 27 to October 4. Call Judy Sutter at (404) 394-0758, M-F or (404) 233-6593 evenings and weekends.

### WELLESLEY TWO BEDROOM HOUSE RENTAL

Available July 1. All new interior. Jenn-air kitchen. Washer, dryer, and dishwasher. Lots of storage. Lawn maintenance provided. Walk to track and tennis courts. $950/month + utilities. Call evenings 877-3272 or 877-0539.

### RARE CLASSIC MOTORCYCLE

1975 Triumph Trident. Low miles, low serial #. First and last year of major redesign. 3 cylinder/ 4 stroke/750 cc. Beautiful collectors piece. Seriour inquiries only, please. Call William Smith, CW/P, (603) 924-7138, x628 or after 6:00 p.m. (603) 889-4009.

### CAPE COD RENTAL

Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400/ week. Call Valerie evenings, (617) 877-3272.

### HOUSE FOR SALE

Holliston . . . Circa 1795 Antique Cape fully restored. Large country kitchen with wood stove, family room with fireplace, livingroom, diningroom, three bedrooms, garage and 1/2 acre abuts conservations land. Courtyard and private patio. Call Susan Perry at IDG, 875-5000, x407.

## IDG UPDATE

**EDITOR**
Mary Dolaher
**ASSISTANT EDITORS**
Ann Baker
Vickie Harding
Lisa Morse
**DISTRIBUTION**
Steve Hietala
**FITNESS FOCUS**
Susan Perry
IDG Personnel Dept.

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: *IDG Update*, International Data Group, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-875-5000; Telex: 95-1166; OnTyme mailbox: IDG.UPDATE.

# IDG UPDATE

Volume 16, Number 26 June 30, 1986

# CW Austria launches Computerwelt Osterreich

ifabo-Vorschau auf Seite 22!

ÖSTERREICH

COMPUTERWELT

*Die aktuelle Zeitung für die EDV*

## IBM kämpft weiter

**New York/München/Wien (CWN). – Nun gibt es auch einen Laptop von IBM.**

**Schauer-Geschichte**

**Wien (gi) – An der Technischen Universität Wien konnte Apple einen beträchtlichen Verkaufscoup landen. Die guten Beziehungen – eines Ex-Informatikstudenten – waren dafür möglicherweise ausschlaggebend. Und das kam so.**

**Das jüngste Gericht**

**Letzte Meldung**

**Umsteiger**

**Inhalt**

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Was machen die Bad Boys? Seite 16

Kopfjäger sind unter uns. Seite 22

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COMPUTERWELT auf der ifabo '85

Halle 17, Stand 1720

COMPUTERWELT

Zum Probe-Lesen!

Computerworld Austria has recently launched a new tabloid newspaper entitled Computerwelt Osterreich. The launch of this new publication was made to an overflow reception of 220 computer industry and government leaders at the Hotel Sacher in Vienna. The first issue had a total of forty pages, twenty of which were fully paid advertising . . . that was over 200% of the plan. Computerwelt Osterreich, became the largest computer publication in Austria, surpassing seven other competitors. Congratulations to Dr. Manfred Weiss and his team on a very successful launch of the new publication!

The staff of Computerworld Osterreich and **ECKHARD UTPADEL** (photo above) and **MADAME VENDOME** (photo below), previous U.S. Ambassador to Austria, join Chairman **PATRICK J. MCGOVERN** at the launch of Computerwelt Osterreich.

# More News ...

## The 1986 IDG International Photo Contest Is On

The annual IDG Photo Contest is under way. After two successful contests resulting in beautiful full-color IDG calendars, we are looking to reach even greater heights this year. So dust off your cameras, load up some film, and get snapping. Here are the rules:

1. Only IDG employees in the U.S. and around the world are eligible. Sorry, no family members or friends may enter. We encourage international entries and want to see many more photos from abroad than we have in the past.

2. You may submit both black and white and color photos. Slides or prints are acceptable. If you send a print and it is chosen as a winner, it would be extremely helpful to the production process if you had the original slide or negative.

3. Two entries per person will be accepted. Please make sure your name, title, department, publication, country, and phone extension are on or attached to each photo. We will return all photos as soon as possible, but we cannot be responsible for photos lost in transit. Don't worry--our track record is superb.

4. A panel of three judges will be selected to evaluate and choose the winning photos. There will be 12 winning photos, and each will be assigned to a month on the calendar.

5. The theme is open and the judges will look for creativity, photographic quality, and imagination. Take a good look at the 1986 photo calendar to get some ideas.

6. Send your entries to Laura Fredrickson, CWCI. All entries must be received by September 15, 1986. Winners will be notified immediately and the judge's decision will be final. If you have any questions, call Glenn Rifkin, CWCI, (617) 879-0700, x577.

Good luck!!

# People

The IDG Softball Team won big in the Easter Seals Softball Marathon on June 21, 1986 by posting a dominating 26-15 victory over Framingham State College, and also raising $560 for the Easter Seals Fund.

After the first inning of play, the game was tied, zero to zero. At the top of the second, Framingham State took a 2-0 lead, but in the bottom of the second, IDG roared back and scored 5 runs due to hits by Jim Manning, Rick Buroni, Steve Hietala, and Dave Hebert.

At the bottom of the 4th inning, the score was 8-3 in favor of IDG. They started off with the bases loaded, and with hits by Robison, Manning, Buroni, Hietala, and Richardson, the fireworks began. That's when lightning struck . . . IDG scored 18 runs!

From then on the game was "icing on the cake. " The victory went to IDG with a win of

(Continued on Page 3)

26-15. For their valiant efforts, they received T-shirts, hats, and the game-winning trophy.

Congratulations to Kevin Smith, Donna Sparrow, Pam Leslie, Jim Manning, Rick Buroni, Steve Hietala, John Robison, Gary Richardson, BJ Sparrow, Terry Hebert, and Dave Hebert for their fantastic efforts and a wonderful win!

# Promotions

Congratulations to **MICHELA O'CONNOR** who has been promoted to Northern California Account Manager, responsible for PC World advertisers in the Silicon Valley. Formerly Account Manager for Macworld, covering the southwest territory in the Los Angeles office, Michela brings with her an unbridled enthusiasm toward the microcomputer industry and finely tuned expertise in the advertising arena. Congratulations, Michela!

# Anniversaries

Two-Year Anniversaries

Stephen Bosley, IDC
Richard Buroni, IDG
Michelle Daniello, CWCI
Bradford Gross, WGE
David Peterson, CWCI
Ryan Davis-Wright, CWC/P

Three-Year Anniversaries

Kathleen Christensen, PCW
Donna Sharee, PCW
Catherine Yoe, CWC/P

Six-Year Anniversary

Cynthia Delaney, CWCI

# Fitness Focus

## Let Them Eat Cabbage

Mark Twain once said that cabbage was the uneducated sister of cauliflower. The vegetable has a roller coaster reputation, and has been alternately honored and ridiculed throughout the ages.

Through it all, the healthful qualities of cabbage have been recognized down through the ages. The ancient Egyptians and Greeks saw it as a source of nutrition and curative powers. The Chinese used cabbage to prevent scurvy by feeding "sauerkraut" to laborers working on the Great Wall.

More recently, scientists have found a link between cabbage consumption and the avoidance of cancer. Certain vegetables such as cabbage, brussels sprouts, and cauliflower appear to work in the small intestine in a kind of carcinogen-detoxification system. People who eat more cabbage are far less likely to have colon cancer.

American farmers grow about 2 billion pounds of cabbage each year.

(Continued from Page 3)

Nutritionally, it's 90 percent water and very low in calories, but it's high in vitamins A and C. It also has an abundance of phosphorus, calcium and iron, and contains lactic acid, which aids in digestion.

# Consider This

## Double Effort For Choking Victims

A combination of back blows and abdominal thrusts is the best way to aid choking victims, concludes the American Medical Association's Council on Scientific Affairs.

Pediatricians and cardiologists favor the back-blow method because it can be more readily applied to many choking situations without delay. The abdominal-thrust method is widely favored by otolaryngologists who say it is more effective and less risky than the back-blow method. It has the additional benefit of being easy to teach to non-technical people and of being widely accepted.

The Council recommends this procedure:

In first-aid management of the obstructed airway, it appears that a combination of back blows and abdominal thrusts is more effective than either one alone. The abdominal thrusts may precede the back blows and, if both of these fail, there should be a finger sweep of the mouth and then a repetition of the maneuvers. If this should fail, a tracheotomy should be done immediately.

The aim of both methods is to save lives. Determining which is better or safer can wait until after the victim is saved.

# Classified

**ADMINISTRATIVE ASSISTANT**

CW Communications has an opening in their Direct Marketing Services for an Administrative Assistant. They are looking for an organized, efficient Administrative Assistant. Responsibilities are both clerical and administrative. Duties include processing bills, sorting mail, making travel arrangements, ordering office supplies, keeping attendance, typing correspondence, and keeping budget books, as well as assisting in coordination of direct marketing campaigns. The ideal candidate should be responsible, have a pleasant telephone manner, and good organizational skills. Word processing experience a plus. This is a terrific entry level opportunity for someone interested in direct marketing. To apply send your resume to Gail Odeneal, Corporate Director, Direct Marketing, CW Communications, 375 Cochituate Road, Framingham, MA 01701.

**ACCOUNT MANAGER**

CW Communications is seeking a detail-oriented professional for the position of Account Manager in the company's Sales Promotion Department. The ideal candidate will be a self-starter who can work with minimal supervision in a fast-paced environment. Daily responsibilities include interfacing with clients, gathering detailed data, writing promotional copy, and handling projects through paste-up. Individual must be able to listen carefully to clients and grasp their objectives and requirements. The Account Manager is also responsible for preparing and executing sales promotion plans, including creative strategies, media plans, and budgets. Additionally, the Account Manager must be capable of working effectively with both in-house and free-lance creative teams. Individual must be able to track budgets, meet deadlines, and proofread accurately. Successful candidate must possess 1-3 years of experience in account management with an agency/client, and hold a Bachelors Degree or equivalent. Qualified applicants should submit resume to Liz Johnson, Sales Promotion Director, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

## DEPARTMENT ASSISTANT/ADVERTISING COORDINATOR

Micro MarketWorld has an immediate opening for a Department Assistant/Advertising Coordinator in its Framingham office. Initial responsibilities include answering phones, typing, filing, and various tasks as assigned. This job will expand to include coordinating a weekly publication including trafficking advertising materials and interaction with 6 sales offices. Although no advertising experience is necessary, some business experience is preferred. A pleasant telephone manner, the ability to handle weekly deadline pressure, and the sincere desire to learn are qualifying attributes. Interested candidates should contact Susan Dovi, (617) 879-0700, x555, for further information.

## ADVERTISING SECRETARY

*RUN* and*AmigaWorld* magazines have an immediate opening for an Advertising Secretary. Duties include: Receptionist for Advertising and Marketing Departments as well as other departments on occasion; processing Media Paks, sales letters, promotional mailings, and maintaining several mailing lists, Federal Express log and magazine logs; maintain leads and advertisers listings, dealer lists, and target account lists and produce reports and labels on an IBM PC; sort and deliver mail, set up new accounts, send our contracts and confirmations, and set up new files for advertisers; filing for Advertising and Marketing Departments and occasionally other departments; tracking of supplies and reordering when necessary. Other duties may be requested of a secretarial nature such as helping Editorial with special projects, mailings, promotional activities, etc. This position requires excellent typing skills and knowlege of IBM PC. Interested parties should contact Steve Robbins, National Sales Manager, (800) 441-4403, x420, to set up an interview.

## MARKET RESEARCH OPPORTUNITIES

International Data Corporation has several openings in their Systems and Peripherals Research Group for both experienced and entry-level personnel. Current requirements include: Mainframe Market Analyst: To examine trends, issues and buying patterns in the mainframe computer industry, following companies such as IBM, Burroughs, Sperry, Cray, etc. Unix Market Analyst: To track hardware, software, and applications issues in the Unix marketplace, including companies such as AT&T, DEC, IBM, Sun, Altos, and others. Printer Market Analyst: To follow the entire computer printer industry from a market, technology, and end user perspective. Software Market Analyst: To report and interpret monthly events in the software industry. All of the above positions require strong written and quantitative skills. Speaking ability as well as familiarity with products such as Dbase III and Lotus is also a strong plus. Experienced candidates should have at least three years of computer industry background in a vendor, user, or consulting capacity. Interested candidates should apply to IDC, 5 Speen Street, Framingham, MA 01701, Attn: Dept DM.

## COPY EDITOR

InfoWorld has an immediate opening in its Menlo Park Office for a Copy Editor. Duties include editing copy for grammar, spelling, and style; writing headlines and pull quotes; formatting and typesetting stories and corrections; and entering copy. Applicants should have one year copy editing experience or a journalism degree, an eye for detail, and excellent spelling skills. Send a resume and salary requirements to Daniel Sommer, InfoWorld.

## FOR SALE

Brand new Fijitsu AM/FM stereo cassete player for domestic auto. Asking $75.00. Call Barbara Gleusner, (201) 967-1350, x409.

Provincial 3-piece walnut dining room set. Table, five chairs, hutch and base cabinet. Excellent condition. Comes with extension leaves and pads. Asking $850. Call Glenn at 879-0700, x577.

## HOUSE FOR SALE

Holliston . . . Circa 1795 Antique Cape full restored. Large country kitchen with wood stove, family room with fireplace, livingroom, diningroom, three bedrooms, garage and 1/2 acre abuts conservations land. Courtyard and private patio. Call Susan Perry at IDG, 875-5000, x407.

## SUMMER HEALTH CLUB MEMBERSHIP

Offering the final 3-1/2 months of my membership in a new, all women's health club in Cambridge (Porter Square). Club includes Nautilus, Kaiser, and free weights; aerobics, fitness, and freedance classes; tanning; sauna, whirlpool; massage; bikes; nutrition classes. Free parking. Childcare available. Cost is $150: $75 to owner and $75 to club (initiation fee). Option to renew membership on a quarterly or yearly basis. Call Amy Fiore, (617) 879-0700 or home, (617) 891-3929.

# What's Happening???

The IDG Update is looking for your input -- let us know what is happening within your company or divison. Without the assistance of person like yourself in the IDG family of companies worldwide, the IDG Update would not be as effective in keeping you informed. Anything "newsy" will do, whether it be *NEW COMPANY DEVELOPMENTS, COMPLETED PROJECTS, or PRODUCTS/SERVICES.*

## DO YOU HAVE AN ANNIVERSARY COMING UP?

If you would like to be sure you are mentioned when the IDG Update reports on its employees' anniversary dates, simply send us your anniversary date with the number of years celebrating. Those who have taken extended leaves-of-absence must make adjustments in their original annivesary date.

## IS THERE A NEW FACE ON YOUR TEAM?

The IDG Update wishes to report on all new employees of the IDG corporate family and introduce them to their fellow employees. Please send us information describing the new position and title, job responsibilities, previous employment and personal input.

## HAVE YOU HAD A RECENT SUCCESS?

We call this "PEOPLE" news. Such occurrences could be the completion of a course, obtaining a degree, giving a presentation, a job promotion, or anything else of which to be proud. Please send along the information that you would like to appear in the IDG Update.

SEND ANYTHING you feel is "newsworthy" concerning your company or department to that attention of : IDG Update, 5 Speen Street, Framingham, MA 01701. Feel free to elaborate. Continue on another sheet if necessary.

**WHAT'S NEW . . . WHAT'S NEW . . .**

# What's Happening???

Company/Department:____________________

Address:______________________________

Your Name:____________________________

Phone #:______________________________

Description:__________________________

**WHAT'S NEW . . . WHAT'S NEW . . .**

IDG
WORLD

VOLUME 16, NUMBER 27 JULY 7, 1986 *update*

# Micro MarketWorld Works Out for You Every Week!

So proclaimed the slogan announcing *Micro MarketWorld's* upcoming transition this September from a biweekly to a weekly publication.

Why the change? According to **Art Shields**, publisher of *Micro MarketWorld*, "By going weekly, we can improve the timeliness of our news and expand our product coverage so that our audience — value-added resellers (VARs) and dealers (VADs) — will find all they want in *MMW* rather than in weekly newspapers from secondary markets. We've always had the readership. Now we also have the frequency."

A three week promotional campaign, organized by **Chris Sheroff**, CWCI Public Relations, capitalized on the "health fitness" craze. The climax on June 24th was a kick-off party held at the health club and rooftop pool at the Hyatt Regency in Cambridge, MA. A Bill Rodgers blow-up sign greeted guests at the door proclaiming "Work out! With *Micro MarketWorld*."

Approximately 90 people, including *MMW* advertisers, press people, potential advertisers, public relations representatives, *MMW* staff, CWCI and IDC people enjoyed the festivities. Even the elements cooperated to make the *MMW* party a success with the exception of a brief shower. All was not lost, however, since it was followed by a "good luck" rainbow capping the Boston skyline. Who knows, *MMW* may find its pot of gold nearby...

*Guests at the MMW announcement party gather around the pool for refreshments.*

**Inside**

- **IDG Update — A Retrospective**
- **PC España Awards**
- **Desktop Publishing**

## From the Publisher's Desk

# Welcome To IDG WORLD Update!

Beginning with this issue, IDG Corporate Communications will be responsible for producing IDG WORLD Update every week. I want to thank Mary Dolaher and her staff for their fine efforts over the past two years.

We've made a few changes to Update in order to enhance your reading pleasure. As you can see we've added the "World" to our name. After all, a significant percentage of our revenues are derived from our international operations. We are planning several additional publications over the course of the coming year to keep you and your families better informed of IDG's progress.

Nina Ricci and I are excited about our new roles within IDG. But, for us to succeed, we need your help! We are eager to hear about you and your operations, your successes, new launches, interesting stories, suggestions, new ideas, important events, etc. IDG WORLD Update is your publication, your window to the world!

Best Regards,

Joseph L. Levy
Senior Vice President
Corporate Communications

## Profile of the Week

# Inside the Chairman's Office

"Traveling with Pat has to be one of the world's most unbelievable experiences — you attend 14 meetings a day and sleep 4 hours a night, and that starts before you leave on the trip." (Excerpt from IDG Update, 11/79)

Truer words were never spoken, then or now, according to Pat's Executive Assistant **Mary Dolaher**. In fact, one of her favorite anecdotes concerns the time Pat gave her 10 hours notice to prepare for a whirlwind tour of IDG's European offices. Since then Mary says, "I keep a suitcase packed and ready to go for those last minute calls."

Mary has been with IDG for 4 years starting out in the Personnel Department in 1982 as the receptionist. In January, 1984, she transferred to the Chairman's Office and has been engaged in a flurry of activity since then — not the least of which was editing IDG Update every week. According to Mary, "Working on the Update was an adventure. We simply followed Pat's hectic travel schedule — that's where the action is — and the news created itself."

**Ann Baker** has been with IDG since 1979 when she was a part-time Assistant in the Chairman's office. In that role she also played a part in the production of IDG Update along with long-time editor Bill Sell. Ann was associated with Chairman Pat McGovern in the computer publication business some years ago. In fact, she was involved in the production of Pat's original research proposal for the Computer Installation Data File, IDC's first project. Ann calls herself "semi-retired", but she still has her hat in the ring as a part-time secretary in the Chairman' office.

*IDG Chairman's Office Staff, (left to right) Lisa Morse, Mary Dolaher, Ann Baker and Lucy Sheehan.*

**Lisa Morse**, was originally with CW working in their trafficking and advertising departments. In 1985 she moved to IDG where she is now responsible for secretarial/administrative support. She too, played a big role in the production of IDG Update (see Tips and Techniques). She was designer, paste-up artist, and production editor all rolled into one.

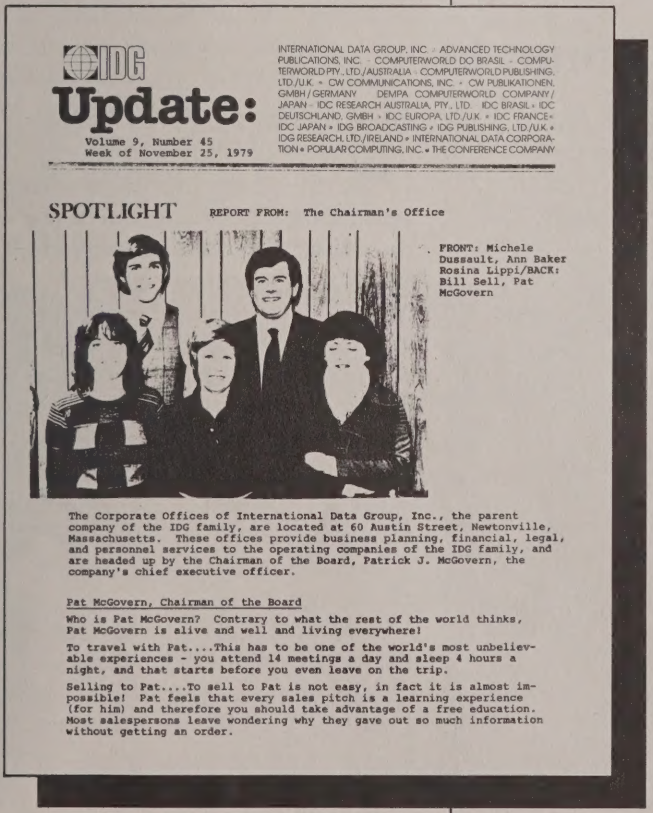
The most recent addition to Pat's staff is **Lucy Sheehan**, Administrative Assistant. Previously, she was Executive Secretary to IDC President, Peter Rowell. In her new position, she will be responsible for providing administrative/secretarial support to the IDG Chairman's office.

## IDG Update — A Retrospective

"Who is Pat McGovern? Contrary to what the rest of the world thinks, Pat McGovern is alive and well and living everywhere!"

So began the first issue of IDG Update published the week of November 25, 1979. From its humble beginnings as "The Monday Morning Report" (later renamed IDG Update) this cut and paste newsletter has progressed to a premier example of desktop publishing (see Tips and Techniques). Over the years the IDG Update has served the worldwide communication needs of over 3,000 employees located in 26 different countries. Its mission was and is to "disseminate information quickly to all international offices providing employees a sense of immediacy about events affecting the entire organization."

Beginning with the July 7 issue, IDG Update will have a new name and a new look. We have titled the publication IDG WORLD Update to reflect the global nature of the company as well as to parody several of our commercially successful sister publications. The new three column format allows us greater flexibility when planning the content and layout of each issue.



IDG
Update:
Volume 9, Number 45
Week of November 25, 1979

INTERNATIONAL DATA GROUP, INC. • ADVANCED TECHNOLOGY PUBLICATIONS, INC. • COMPUTERWORLD DO BRASIL • COMPUTERWORLD PTY., LTD./AUSTRALIA • COMPUTERWORLD PUBLISHING, LTD./U.K. • CW COMMUNICATIONS, INC. • CW PUBLIKATIONEN, GMBH / GERMANY • DEMPA COMPUTERWORLD COMPANY / JAPAN • IDC RESEARCH AUSTRALIA, PTY., LTD. • IDC BRASIL • IDC DEUTSCHLAND, GMBH • IDC EUROPA, LTD./U.K. • IDC FRANCE • IDC JAPAN • IDG BROADCASTING • IDG PUBLISHING, LTD./U.K. • IDG RESEARCH, LTD./IRELAND • INTERNATIONAL DATA CORPORATION • POPULAR COMPUTING, INC. • THE CONFERENCE COMPANY

SPOTLIGHT REPORT FROM: The Chairman's Office

FRONT: Michele Dussault, Ann Baker Rosina Lippi/BACK: Bill Sell, Pat McGovern

The Corporate Offices of International Data Group, Inc., the parent company of the IDG family, are located at 60 Austin Street, Newtonville, Massachusetts. These offices provide business planning, financial, legal, and personnel services to the operating companies of the IDG family, and are headed up by the Chairman of the Board, Patrick J. McGovern, the company's chief executive officer.

Pat McGovern, Chairman of the Board

Who is Pat McGovern? Contrary to what the rest of the world thinks, Pat McGovern is alive and well and living everywhere!

To travel with Pat....This has to be one of the world's most unbelievable experiences - you attend 14 meetings a day and sleep 4 hours a night, and that starts before you even leave on the trip.

Selling to Pat....To sell to Pat is not easy, in fact it is almost impossible! Pat feels that every sales pitch is a learning experience (for him) and therefore you should take advantage of a free education. Most salespersons leave wondering why they gave out so much information without getting an order.

*The first issue of IDG Update, November 25, 1979.*

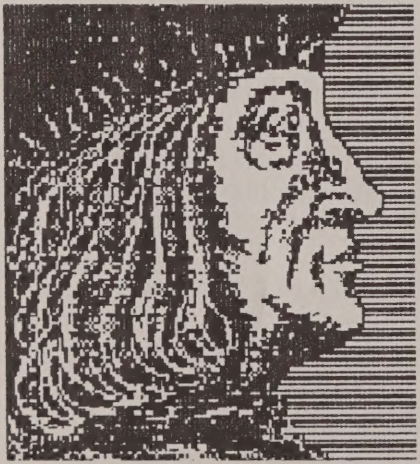
## IDG Update Great Moments in History

- April 14, 1969 first edition of "The Monday Morning Report" is published.
- 1969 "sites being explored" for new IDC and CW office buildings.
- 1969 IDC 31 employees and Computerworld, Inc. 29.
- 1976 IDG's first annual report stated 40% increase in sales over 1975 with revenues of $12.3M.
- 1978 Bill Sell expands "The Monday Morning Report" into a weekly publication.
- 1978 ComputerWorld circulation hits 92,000.
- 1978 IDC's Information Systems Planning Service receives record number of new clients in one month.
- 1978 "The Monday Morning Report" circulation hits 150 sent to 16 offices worldwide.
- 1979 "IDG Update" is born reaching 500 employees in over a dozen countries.
- 1979 IDG's first Western publishing venture announced in the People's Republic of China.
- 1979 CWCI Cochituate Road opens.
- 1982 IDC moves to Speen St. in Framingham.
- 1986 IDG reports consolidated sales of $185M.
- 1986 72 CWCI publications in 26 countries.
- 1986 IDC's client base reaches 3000 serviced by over 40 market research products.
- 1986 IDG Update evolves once again changing its name to IDG WORLD Update.

**Tips & Techniques**

# Desktop Publishing Becomes a Reality

Gone are the rubber cement fumes, reams of graph paper, scissors, straight edges and rulers! Enter Apple's Macintosh and Aldus' PageMaker — the intrepid newsletter editors' answer to endless hours of cutting and pasting text. Using this ingenious software, IDG's Chairman's Office, streamlined and upgraded our own IDG Update beginning last April. According to IDG Update Assistant Editor, Lisa Morse, "Using PageMaker was a dream come true. Correcting typos, positioning articles and photographs and making last minute changes could be done at a moments notice — saving us enormous amounts of time. I would recommend this system to anyone who produces camera ready copy for printing." Because the newsletter is produced on a weekly basis, it is necessary to gather the information, write the articles and complete the layout in just three days. Having the ability to compose text and then arrange the articles on a screen at the push of a button is nothing short of miraculous.



*Aldus Manutius (1450-1515)*

**News of Note**

# IDC Finalizes Conference Plans for the Fall

IDC is in the midst of wrapping-up the agenda for three Executive Conferences, two in October and one in November. The schedule begins with the International Planning Service Executive Conference on October 23-24, which focuses on Worldwide Market Opportunities. On October 26-29, Management Issues and Strategies will be the theme for IDC's Executive Conference, to be held at Marriott's Rancho Las Palmas in Palm Springs. Wrapping up the fall conference schedule on November 24-25 is the International Executive Conference in Cannes, France.

Estimated attendance at these events will range from 250, at both the International Executive Conference and the International Planning Service Conference, to 400 at IDC's Fall Executive Conference. Information industry executives will make up the majority of the attendees.

Look for more specific information in IDG WORLD Update later this summer.

---

# And The Winner Is . . .

*PC WORLD/ESPAÑA* presented their first annual data processing awards last month in Madrid, Spain. The results were published in their June issue (see photo).

PC WORLD

ESPAÑA

LA REVISTA DE LOS USUARIOS DE LOS ORDENADORES PERSONALES IBM Y COMPATIBLES

M-24 olivetti

MICROPROFESIONAL DEL AÑO

Así lo eligieron
27 periodistas especializados

Tarjetas de memoria masiva

TEXT: LASER JET PLUS de HP

Twenty-seven journalists from specialized publications in the business and data processing fields made up the panel of judges who decided upon the winners. Their choice for first place was the Olivetti M-24, chosen as the "Professional Micro of the Year." Other notable awards went to Open Access for "Best Software Package" and IBM for "Model DP Company" and "Best Publicity Campaign."

Personalities from the publishing and DP sectors were in attendance at Madrid's largest hotel for the awards presentation and cocktail party.

## Sports Beat

### IDG/IDC Join CW Volleyball League

Every Monday and Wednesday, beginning in the month of May, 10 co-ed teams square off against each other in a summer long test of volleyball bravado. For the first time this year, "The Speen Street Spikers" (made up of joint IDG and IDC players) has entered the league. The nine other teams with menacing names like "Net Profits", "Spike Force", "Knee High Ninja", "Ball Busters", "Flamingo Commandos", "Supreme Court", "Hawaii 5-O's" are old hands at this competitive sport. The season is drawing to an end with 5 weeks to go before the play-offs begin on August 11. More news when the champion has been determined...

## News You Can Use

### How Deadlines Can Work for You

The key to completing work projects on time is planning. And a great way to keep yourself on schedule and productive is to establish a deadline for all projects. Remember, if a job is important enough to start, you should develop a way to easily complete it.

To make deadlines work, you must pick a specific time for a deadline such as "12:00 noon" on a certain day rather than vaguely committing to "the end of the week." Also, allow enough time to complete the task.

Giving yourself too much time leaves the job open for procrastination. However, be realistic about how much time is needed to complete tasks.

Deadlines work much the same way as planning to reach any goal. If you don't establish a goal – it can't be realized.

*IDG/IDC/CW volleyball players get ready for their next competition.*

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, using the enclosed form.

| | |
|---|---|
| July 7 - 9 | Seminar Series*<br>"Performance Management"<br>Natick Hilton<br>9:00 - 5:00 p.m. |
| July 8 | IDC vs. CW<br>Softball Game<br>Brophy Field<br>Framingham, MA |
| July 10 | Lunchtime Seminar Series*<br>"Nutrition and the Healthy Diet"<br>11:30 - 1:00 p.m.<br>IDG Boardroom |
| July 17 | CW vs. IDC<br>Softball Game<br>Reardon Field<br>Framingham, MA |
| July 21 | Joint IDC/CWCI European Managers Meeting<br>Copenhagen |
| July 22 - 23 | CWCI European Managers Meeting<br>Copenhagen |
| July 28 - 30 | Eric Hippeau<br>VP Latin America<br>To Visit CW Framingham |
| July 30 | Seminar Series*<br>"Working with People"<br>Crowne Plaza<br>9:00 - 5:00 p.m. |
| August 1 | Axel Leblois<br>CEO CWCI<br>Offically relocates |
| August 5 - 7 | Network World Strategy Session<br>Crowne Plaza<br>Natick, MA |
| August 20 | IDC Company Picnic |

* If you are interested in attending, please contact Linda Bowes x554

## Anniversaries

**One-Year**
Terry Catchpole, CWCI
Nancy Merritt, CWCI
Nancy Potter, CWC/P

**Two-Year**
Roy Kops, IFW
Vinoy Laughner, CWC/P
Bonnie Monte, PCW
Hans O. Marquarot, IDC

**Three-Year**
Barbara Adamson, PCW
Peter Bartolik, CWCI
Peter Rowell, IDC
Guier Wright, CWC/P

**Four-Year**
Beverly Poirier, CWC/P

**Five-Year**
Bernell Wright, LR

**Ten-Year**
Theresa Leblanc, IDC

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name:
Title:
Company/Department:
Address:
City/State/Zip
Country
Phone:
E. Mail:
Title of article
Description:

IDG WORLD update

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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

IDG
WORLD

VOLUME 16, NUMBER 28 JULY 14, 1986 *update*

# 61 and on the grow!

Congratulations to CW Communications, Inc. for achieving a ranking of 61 on *Advertising Age's* list of 100 leading media companies for 1985!

Every year *Advertising Age* publishes a scorecard of the world's leading media companies. IDG ranked 61st out of 100, up from 80 in 1984. This fantastic accomplishment was achieved by a 34.1% revenue gain. This achievement is even more spectacular when you consider that of 100 companies, only two had higher percentage gains.

IDG in the past 18 months has produced three new U.S. publications – *Amiga World*, *Network World* and *Publish!* – started a dozen new computer publications overseas and announced a new tabloid for users of Digital Equipment Corporation computers.

This year will be just as exciting as new publications are launched after *Digital News*. Our new DEC publication fits within our tradition of specialized papers and magazines, those that treat the nuts and bolts, the lore, the techniques, and hopes for users and manufacturers worldwide.

What does the future hold? Watch out Time, Inc.

SUPPLIES OF UPGRADED PC AT RUNNING DRY - 5
Apple to add more VARs - 11 Start-up will retail Samsung PC after all - 23
MICRO MARKETWORLD
Number 2s try harder
IBM talks stand

COMPUTERWORLD
Tool targets CICS crashes
Honeywell ties OA, DP, other systems

InfoWorld
The Newspaper for the Microcomputing Community
Micro Managers' Resumes Vary
Testing Software Before Buying

NETWORK WORLD
DG bolsters Disoss link
Mini maker embraces Snads hooks to host library services

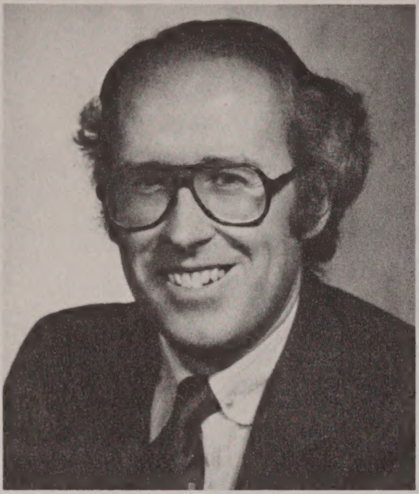
Computerworld
Fona må opgive sit PC-salg
Så meget edb har de danske skoler
Molecular ejes nu af dansker

Special Insert—PUBLISH! Magazine
PC WORLD
Desktop Publishing Comes to the PC
First Impressions—PageMaker and Ventura Publisher
Step-by-Step Guide to PC Typesetting
Accurate Financial Forecasts With Macro-Track
Laser Printing Under $2000

**Inside**

- IDC's Communications Group
- CWIMS Seminar
- People and Positions

# Bartlett R. Rhoades, President PCWCI, Elected Director of BPA



**Bartlett R. Rhoades**, President and Chief Executive Office of PC World Communications, Inc., (PCWCI), was elected to the board of directors of Business Publications Audit of Circulation, Inc., (BPA), at the annual meeting in Chicago on June 18, 1986. Rhoades has served as President and CEO of PCWCI since 1984, and joins the BPA Board at a time when the magazine industry is under increasing pressure for greater accuracy in circulation reporting.

Founded in 1931, BPA is the leading independent, non-profit auditing service specializing in services for the business press and special interest consumer publications. BPA's primary function is to issue semi-annual publisher's circulation statements.

"BPA plays a vital role in protecting the interest of advertisers, agencies and publishers alike by espousing the highest standards of accuracy and reporting," Rhoades said. "I will work to enhance BPA's image and credibility in the marketplace, and to raise the general standard of circulation reporting practices. Every magazine in every industry sector should be audited, and advertisers should be extremely wary of unaudited publications."

Commenting on the information industry specifically, Rhoades states, "The hypergrowth and shake-out in computer publishing is virtually over. Now it is time for all computer publishers to do what PCWCI has done by substantiating and clearly documenting our audience statistics. Advertisers are right to insist on accurate circulation reporting, and we will all win when that is the norm."

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| August 1 | Axel Leblois<br>CEO CWCI<br>Officially relocates |
| August 5 - 7 | Network World Strategy<br>Session<br>Crowne Plaza<br>Natick, MA |
| August 20 | IDC Company Picnic |
| Sept. 18 - 19 | Board of Directors<br>International Meeting<br>Rio de Janeiro, Brazil |

* If you are interested in attending, please contact Linda Bowes x554

## Profile of the Week

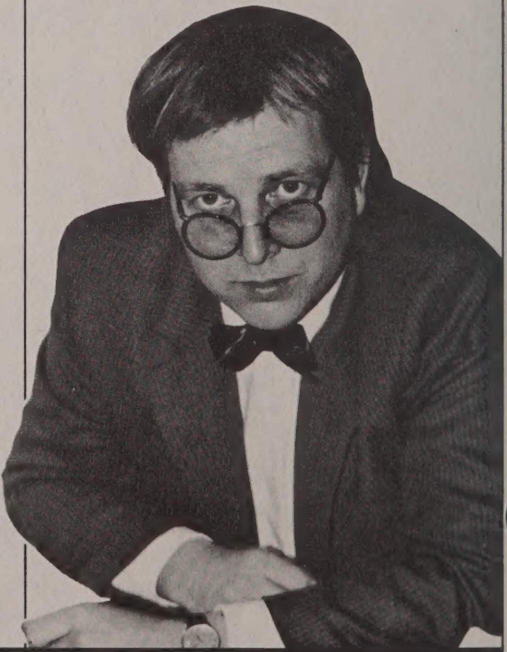
# IDC's Communications Group looks into the future...

The members of IDC's Communications Industry Research Group have all adopted the Radar O'Reilly approach to market research. According to Group Vice President, **Kim Myhre**, "We take responsibility for anticipating our clients' needs before they turn up as problems. The result is a research schedule that is not only responsive to today's hot topics, but that also helps our clients see what's on the horizon in communications."

Their soothsaying abilities date back three years when the program began. According to Kim, "We were into communications before communications was cool."

Consequently, the Group has consistently had a jump on their competition. Today they service over 100 clients from major vendors of information processing technology to leading-edge

*IDC Vice President,
Kim Myhre*



users including the major Federal agencies. The Group gained recognition in 1985 when Kim Myhre received the "Chairman's Cup Award for Outstanding Accomplishment in Professional Services."

The Group functions as a team with Kim acting as "point man." Kim feels right at home in what he describes as, the tumblefish world of communications, fine tuning a horizontal and vertical hold on industry trends. An avid "big game" sportsman, Kim takes great pleasure in things considered to be most obvious.

**Jeff Kaplan** joined IDC's Communications Industry Research Program in June, 1983. Prior to joining the group, Jeff spent five years in the human services sector. In 1981, Jeff returned to school to get his MBA at Boston College. Jeff is Client Services Manager for the group and is responsible for servicing some 100 clients — both users and vendors. In addition, he is involved in marketing IDC's communications programs. He is IDG's most lethal volleyball server, running off a record 15 straight points in a recent game. And he has also gained a reputation for covering the broad expanse of centerfield for the IDC/IDG softball team.

**Lynne M. Davis** was born and raised in Philadelphia, educated at the University of Virginia and University of Massachusetts. Lynne is Senior Research Analyst for IDC's Communications Program. Her area of concentration is in Data Communications Equipment markets. She lives in Cambridge and enjoys reading, concerts, and the outdoors.

**Pam Powers** graduated from Smith College with a double major in English and Psychology, to find both equally nonmarketable in the job world. After working in her father's business, she decided market research was her calling. Pam enjoys biking and sailing, and lots of sports that require passive participation – going to the symphony, museums, dance, concerts, etc.

**George Newman** is a graduate of Boston College with a degree in Arts & Sciences and Suffolk University with a Masters in Business. Prior to joining IDC as Editor of the *Communications Industry Report* newsletter, George worked in the telecommunications division of the Massachusetts DPU helping them sort out the pieces after divestiture. He enjoys imported ale, loud and raucous pop music. He also participates in all outdoor sports except cricket.

*Continued on next page*

*IDC's Communications Industry Research Group, (left to right top row) Doug Gold, George Newman, Jeff Kaplan, Steve Zamierowski, (left to right bottom row) Lynne Davis, Doane Perry, Pam Powers.*

*Continued from previous page*

**Stephen Zamierowski** is responsible for day-to-day client service and account management for the Communications Technology Service (CTS), IDC's end-user communications service. Steve started with IDC in October of 1983 as a telephone consultant working on the *Computerworld* Buyer's Guide series. He then held positions with the Enterprise File and Information Systems Planning Service (ISPS) before joining the communications group. Steve enjoys all types of sports and outdoor activities, and is an avid sailboarder.

**Doug Gold**, CIR's communications Software Analyst is in his third year with IDC. Before studying the software market, Doug was an analyst with the Office Automation Market Research Program and pulled his hair researching those related technologies. An avid bicyclist, skier, mountaineer, pilot and bocci player, Mr. G. considers himself just another team player in the Communications Industry Research program.

After a couple of frenetic but joyful years learning and pontificating in IDC's monthly communications newsletter, the *Communications Industry Report*, **Doane Perry** is now a Senior Analyst studying the telecommunications industry. Doane lives with his wife Karen Carmean near Harvard Square — no lawn but a flower garden — and spends weekends in the Berkshires. He's raising two sons Curt and Tod. One of his hobbies is photography, in fact, his entries in IDG's photo contests have twice appeared in the annual calendar. Prior to joining IDC, Doane was a communications consultant and a college teacher. He has a B.A. from Yale University, a certificate from Northeastern University, and a Ph.D. from Union Graduate School.

**News of Note**

# CWIMS Holds Seminar in Boston

On May 28, CW International Marketing Services (CWIMS), headed by Managing Director **Frank Cutitta**, presented a seminar on "Emerging Opportunities in Worldwide Computer Markets." It was held at the Boston Marriott, Long Wharf, and attended by about 60 high-tech industry marketing and advertising professionals.

**Pat McGovern**, Chairman of IDG gave the welcome address. He was followed by **Jack Hart**, IDC international vice president, who presented an overview of the topic. **Eckhard Utpadel**, vice president, Europe, gave an update on the European computer market. **Axel Leblois**, CWCI corporate chairman and CEO, talked about the PC market in Europe. **Alan Power**, vice president, Pacific and Far East, spoke on the market in his region; and **Eric Hippeau**, vice president, South and Central America, on his regions as well. All segments were accompanied by informative visual presentations.

Questions and answers concluded the seminar, which was followed by a cocktail reception and dinner in one of the Long Wharf's private dining rooms.

*Ed Marecki, CW Sales Manager, Axel Leblois, CWCI Chairman and CEO, and Larry Meyers of Cambridge International confer at CWIMS Seminar*

**Tips & Techniques**

# IDC catalogues over 10,000 client inquiries

Prior to October, 1985 IDC's legion of Client Service representatives kept hand written journals of their responses to client inquiries. Today, this database of over 10,000+ separate market research questions (that averages out to 50 a day) is kept up and running on an IBM PC AT using Cornerstone Software.

Under the old system, generating a report based on this information was complicated. Now the same result can be achieved with 10 or 15 key strokes. According to **Corinne Kody**, one of IDC's Client Services Managers, "The system is worth its weight in gold. Each year many of our major clients

IDG WORLD UPDATE

# The Local Loop

Volume 28 July 14, 1986

Through the IDG World Update extra "The Local Loop", we will periodically publish announcements and job opportunities of interest to all U.S. operations. Please send your news to Nina Ricci, IDG, 5 Speen Street, Framingham, MA. On Tyme mailbox: IDG World Update.

## Assistant Managing Editor -- Network World

This position is responsible for reading and editing all news copy produced by the staff, suggesting long range and breaking news story ideas based on industry trends and news events. Other responsibilities include: helping writers develop story ideas, assisting in weekly layout of news section, headline writing and editing and assisting in the coordination of copy desk activities.

All candidates must have at least two years of journalism experience in the telecommunications industry. A thorough knowledge of the industry, strong writing and editing skills and the ability to make decisions under pressure a must. Contact Bruce Hoard, editor, Network World.

## Account Coordinator

CW's direct marketing department is looking for an experienced account coordinator. Responsibilities include budgeting, scheduling, working with outside copywriters and graphic designers, plus interacting with in-house clients. Three to five years experience in direct marketing or circulation promotion and the ability to work well under pressure is needed to qualify. If interested send your resume to Gail Odeneal.

## MMW Advertising Coordinator

Micro MarketWorld has an immediate opening in its Advertising Department for an Advertising Coordinator. Responsibilities include trafficking ad materials, interaction with clients and five sales offices, inputing advertising insertion orders on Atex System, and related duties. The ideal candidate would possess good communication skills, pleasant telephone manner and related advertising experience. The ability to work with weekly deadlines is necessary. Interested candidates should forward a resume or letter of interest to Sue Dovi, National Advertising Supervisor, Ext. 555

### Micro MarketWorld Staff Writer

Micro MarketWorld is seeking an aggressive staff writer who would be responsible for filing regular news stories relating to companies in his/her beat; following product and technology trends related to those companies and translating that data into marketing information. The writer would also be responsible for authoring assigned feature-length articles on a regular basis. Candidates must have a minimum of one year's experience in daily or computer trade journalism as well as a grounding in microcomputer technology. A degree in journalism is also a plus, but not essential. Writing experience on a newspaper or periodical is essential, however, as this is not an entry level position.

### Production Manager - Digital News

Digital News' Production Manager will oversee editorial and advertising production of a slick-stock biweekly computer newspaper using a state-of-the-art full-page layout system. This person will establish and maintain the processes by which typesetting, separations, art and film prep, printing and distribution are accomplished. This position controls the production budget and reports directly to the publisher. 3-5 experience in a newspaper production setting required.

### Telemarketing Reps - Digital News

Digital News has two telemarketing positions open. Responsibilities include establishing and maintaining relationships with major used computer equipment vendors and build the newspaper's Used Computer Equipment section. One-to-two years telemarketing experience required, with experience in newspaper advertising or minicomputer sales.

### House For Sale

Holliston...Circa 1795 Antique Cape fully restored. Large country kitchen with wood stove, family room with fireplace, living room, dining room, three bedrooms, garage and 1/2 acre abuts conservation land. Courtyard and private patio. Call Susan Perry at IDG, 875-5000, x407.

### Summer Health Club Membership

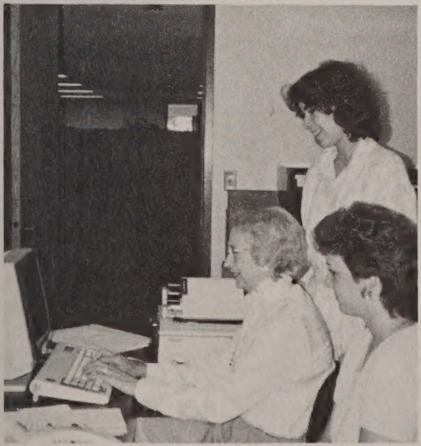
I am offering the final 3-1/2 months of my membership in a new, all women's health club in Cambridge (Porter Square). Club includes Nautilus, Kaiser, and free weights; aerobics, fitness, and free dance classes; tanning; sauna; whirlpool; massage; bikes; nutrition classes. Free parking. Childcare available. Cost is $150 - $75 to me and $75 to the club (initiation fee). Option to renew membership on a quarterly or yearly basis. The club is great - I just moved too far away to use it. Please call me (Amy Fiore) at work (617) 879-0700 or home (617) 891-3929.

need an outline of their inquiries listing the subject, the date of the inquiry, who asked the question, and the response time to justify their market research budget for next year. Typically this process was extremely time consuming. Today, we can manage a one-day turn around making the renewal cycle less burdensome for all concerned."

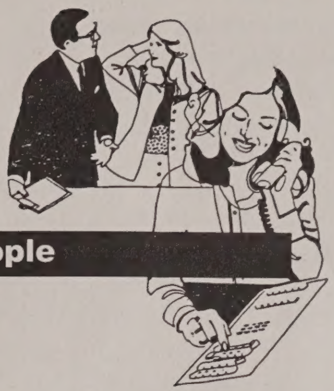
Each day **Lisa McLaughlin, Marcia Farrington,** and **Melanie Paquette** log onto the system and record the inquiries for that day. In addition to maintaining information about customer activity, the system also contains over 750 client profiles including company, address, principle contact names, program, and sponsorship date.

Since the system has been in operation, the benefits continue to be apparent. Not only is the information crucial in client renewal and sales prospecting, it is also used on occasion to help determine future research topics. It also prevents duplication of effort on the part of analysts who can search through previous inquiries to determine if anyone has researched that same issue before.

Already other groups within IDG are interested in using this system as a model. According to Corinne, *PC World* and LINK Resources have already inquired about setting up similar databases of information.



*Lisa McLaughlin, Marcia Farrington (seated) and Melanie Paquette review recent client inquiry logs.*



## People

**Mary Jakubowicz** has recently been promoted to account manager with IDC's Leasing Planning Service. Mary has been with LPS for nearly a year and has developed beneficial relationships with third-party terminal dealers who provide valuable information for generating residual values.

PCWCI has a new Promotion Manager in its Circulation Department, **Pamela Stevenson**. Pam will be primarily responsible for implementing and managing all activities which develop new subscribers for *PC World, MacWorld* and *Publish!*. Prior to joining PCWCI, Pam worked at San Diego Home and Garden as Circulation Director.

CWCI would like to welcome **Rebecca Hurst** to the staff of *Computerworld Focus* as a senior writer. Previously, Rebecca worked for two years with IDC West as editor of the Unix Perspective.

**Leslie Barner** was appointed western marketing manager for CW International Marketing Services (CWIMS). Leslie joins CWIMS from Aston-Tate International in Los Angeles, California where she acted as account manager for the Pacific Basin Region. In her new position, Leslie will direct the sales and marketing of CW's international publications to computer companies interested in selling their products outside the United States.

While attending the Conference for the American Society of Association Executives, **Nancy Thayer**, Manager of Marketing Services for CW's conference management group, was approached by the editor of *Conventionworld*, a magazine geared toward meeting planners and asked to write a special feature. Her article "Choosing Menus for Changing Tastes" appeared in the March/April issue.

## Positions

### President, Popular Computing, Inc.

*InfoWorld* has an immediate opening in its Menlo Park office for a President, Popular Computing, Inc. (PCI). The major emphasis of this position will be the profitability and new business growth of PCI. Therefore, the PCI president will spend approximately 60% of his or her time staying in touch with PCI's customers and with the marketplace in order to assess customer needs and correctly assess the market opportunities for developing the base of PCI business and profits.

### National Sales Manager/ Associate Publisher

*InfoWorld* has an immediate opening for a national sales manager/associate publisher. This position reports directly to the publisher of *InfoWorld* and has full responsibility for the national sales force which consists of 16 salesmen. This individual will have full responsibility and control of the sales budget and, as far as the *InfoWorld* management team, will be a principal player in the shaping of the sales and marketing strategy for *InfoWorld*.

This individual must be able to demonstrate the talents necessary to manage a widespread sales organization, to manage a budget of several million dollars, and to participate as a member of a hard-hitting, closely knit management team.

## Anniversaries

**One-Year**
Fausto D'Amelio, CWCI
Sharon Frederick, CWCI
David Rosen, LR
Nancy Salwen, CWC/P
Peter Scisco, CWCI

**Two-Year**
Jose Arcellana, PCW

**Three-Year**
Mary Chaves Ibrahim, CWCI

**Five-Year**
Kathleen Heeney, LR
Maureen Sullivan-Falzone, CWCI

**Thirteen-Year**
Kathryn Dinneen, CWCI

## News of Note

IDC Canada has moved; the new address is as follows:

**IDC Canada**
7 King Street, East
Suite 1000
Toronto, Ontario
Canada M5C IA2

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an on-going basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Title of article ____________________
Description: ____________________

IDG
WORLD
VOLUME 16, NUMBER 29 JULY 21, 1986 *update*

# Seventh Annual CWCI International/ U.S. Editorial Meeting Reaps Results

This year's Annual CWCI International Editor's Meeting, held June 19 – 23 in Newport Beach, California, was for the first time combined with the U.S. Editor's Annual Meeting. Fifty editorial representatives — from 40 CWCI publications worldwide — attended this year's conference, the largest group ever assembled for this annual gathering. Other firsts included the presentation of editorial awards for the best contributions to the CW Communications International News Service.

Meeting co-host, **Ann Dooley**, editorial director of *Computerworld Focus* kicked off the meeting at a group luncheon where she presented goals for the meeting. Immediately following lunch, IDG Chairman, **Patrick McGovern**, delivered a lively overview of our company's future plans.

**Willem Koole** editor of *Computerworld Netherland*, followed with an explanation of the recently established Netherlands' Editorial Board.

The first day's session concluded with a presentation by meeting co-host, **Susan Blakeney**, Director of CWCI's International News Services. Susan capsuled the past, present, and future of the CW Communications International News Service (CWINS). The talk was followed by a slide show, where absent, but integral, CWINS staffers, **Yasuko Yoshimi** and **Linda Lewis**, editorial assistants to CWINS International Editors, **Takehisa Kondoh**, and **Amiel Kornel** finally had faces to accompany their well cir-

*Continued on next page*

*Editorial staff takes time out for photo.*

## Inside

- PC Watch Group
- CW Online Bulletin Board
- People and Positions

culated names. A 17-minute videotape, excerpted from Susan's stint last fall on the San Jose, California-based T.V. show, "The Computer Show," helped reiterate CWINS' purpose and instruct CWCI newcomers on the technical method of accessing the news service. Most importantly, editors unanimously reaffirmed CWINS' mission to be the Reuters of the computer industry and that all would mobilize their available resources to meet that goal. Editors were given a chance to stretch their arms and legs during a beachfront volleyball game, where players sported team shirts that flashed either "U.S." or "International" press.

Friday's full-day session included a critique of many publications and the CWINS, which produced an immense amount of feedback on such subjects as editorial focus, content, design, readability and how well the publication seemed to meet the information needs of the target reader. In all, ten publications were critiqued. U.S. editors brainstormed subjects for future stories beginning with a global effort to profile DEC for **George Harrar's** upcoming issue of *Computerworld Extra*! The international session was led by CWINS/International Editors, **Edward Warner** and **Amiel Kornel**.

**Susan Blakeney** at an outdoor luncheon, presented CWCI's annual awards, given to authors for the past year's most outstanding contributions to the CWINS. The five award categories and this year's winners were: Best Overall Contribution to **Amiel Kornel**, International Editor, Europe; Best Coverage of New Product to **Lewis Lorini**, Staff Reporter, *Micro Marketworld*; Best Conference Coverage to **Elizabeth Horwitt**, Senior Editor/Communications, *Computerworld*; Best Ongoing series to **Jane Lawrence**, PC Business World; and Most Unusual Contribution to **Laurraine Garnett**, *Computerworld Australia*. An additional award was given this year to **Melissa Strayton**, CWINS, and **Glenn Rifkin**, *Computerworld*, for their help in the timely release of this year's biggest story, the Sperry/Burroughs merger.

Meeting evaluations echoed a unanimous sentiment about the meeting: how good it was to spend time with each other, even though the time was too short!

# IDC Briefing Session Series Tours Asia

Each year, beginning with the U.S. Briefing Sessions in March, IDC's senior analysts circle the globe providing a one day review and forecast of the information processing industry. With the conclusion of the Asian tour this July, IDC's Briefing Sessions were held in 19 cities in 14 different countries and attended by over 3,000 clients and prospects.

A high point of this year's Asian tour was the first session ever held in the People's Republic of China. Over 130 people attended from various Chinese computer research and product organizations as well as Burroughs, Honeywell, Siemens, Wang, Hewlett-Packard and NEC.

The Chinese Ministry of Electronics Industry (MEI) co-sponsored the session and held a banquet in honor of the IDC contingent. Vice-Minister **Xie Gaojue** of the MEI hosted the event and expressed thanks to IDC for bringing up-to-date information on technology trends to China.

Among the speakers on the six city tour were **Will Zachmann**, IDC Corporate Vice President of Research; **Jack Hart**, Vice President of IDC's International Planning Service; **Dave Moschella**, Vice President, IDC's Computer Market Planning Service; **Yuji Ogino**, Managing Director, IDC Japan; **Saiman Hui**, Managing Director, IDC Asia; **Betty Cheng**, PRC Manager; **Danny Lamb**, Asia Services Manager; **Len Rust**, Regional Director, the Asian/Pacific Region; **Millard Lowe**, Client Services Manager and

*Pat McGovern greeting attendee at Singapore Briefing Session*

IDG WORLD UPDATE

# The Local Loop

Volume 16 Number 29 July 21, 1986

CW Communications/Inc. has an opening in its research department for an experienced market researcher. This position involves the design and execution of survey research for our various computer publications and their advertisers. To qualify you must have experience with survey and sample design, questionnaire construction, data analysis and statistics. Experience with advertising or publishing research would be an added plus. Good oral and written communications skills are required, as well as the ability to work with a variety of clients.

Network World has an opening for Telecom Trends section editor. This position is responsible for reporting on all long haul and local area voice and data communications networks. Further responsibilities include producing a lead section story and column each week. A through knowledge of various cable media such as twisted pair, coaxial and fiber optics is required. Technical and regulatory knowledge of major developments in the telecommunications industry over the past five years is also required. All candidates must have at least two years of journalism experience in the telecommunications industry, strong writing and editing skills and the be able to travel frequently. If interested contact Bruce Hoard.

CW's Production Department has an opening for a Senior Production Manager to oversee day-to-day operations of three weekly tabloids and one monthly. This position will act at liaison with individual advertising departments, approve all layouts, and manage the flow of advertising materials through the department. Applications must have five years experience in publication production work and have good communications and managerial skills. Knowledge of color imposition, ad rotation, saddle-stitch and perfect bound books is necessary. Send resume to Peter Holm, Production Director.

Network World, is seeking a field sales representative based in the Paramus, NJ office. Qualified applicant should have experience in print advertising sales with a strong emphasis in new business acquisition and service. Knowledge of the communications industry and a strong desire to succeed in a highly competitive marketplace also required. Interested applicants should call Robert P. Pavone, National Sales Director, CWCI, x428 or forward your resume to him at Network World, CWCI, Box 9171, Framingham, MA 01701.

Infoworld has an opening for an Operations/Facilities Coordinator. Responsibilities include serving as liaison for the building maintenance group; providing support and overseeing maintenance for the computer room and telephone switch room air condition and halon/fire alarm systems; and responsibility for building security control. Additional duties include moving office furniture and partitions and ensuring maximum ATEX system operating efficiency, plus maintaining database integrity. The coordinator will troubleshoot and perform light maintenance on peripherals, install microcomputers, and assist with upkeep of laser typesetting equipment. If interested contact Bob Hoskins InfoWorld ext. 281.

CWCI is starting a regional newspaper in Boston in October and has an immediate opening for an editor. We are looking for someone who would like to be involved in the startup of a whole new concept for CWCI and has the kind of energy that will be needed to produce a small bi-weekly paper almost single handedly. The job will involve: helping to create tone and format of paper, interviewing/writing articles, establishing and maintaining contact with h computing community, reviewing new products, editing and proofreading, using a MAC Desktop Publishing System. A working knowledge of computers and the industry is a must. Please call Debra Wetherbee at ext. 482 for an interview.

CWCI has an opening for a salesperson in the Boston regional newspaper. The job will involve: selling in the Boston area door to door, selling by phone, helping the advertisers create ads, working together with a small staff to create a bi-weekly paper. Previous selling experience is a plus...so is some knowledge of the computer industry. If interested please call Debra Wetherbee at ext. 482 for an interview.

WGE Publishing, Inc. is seeking an experienced circulation manager/director to head up its magazine sales operation. The position offers a unique opportunity for career development in an expanding organization. Experience in paid subscription sales fulfillment and promotion is essential, and knowledge of direct sales and newstand would be an advantage. Send resume and salary requirements to: James Connell, Vice President, WGE Publishing, Route 202 North, Peterborough, NH 03458.

WGE Publishing is looking for an advertising manager who fits the following description: "You're a closer. You handle objections and put-offs like a pro because you are a pro. You're experienced, with a proven track record that shows you can handle a presentation to a New York agency as well as you handle the phone. And you handle the that phone relentlessly! You're a leader, whose energy, enthusiasm and excitement will inspire an ad sales team to new levels of achievement. Because you are as good as you are, we'll offer you a modest salary, which you will double with commissions!" You will spend 2-4 days a month in New York and the rest in our state-of-the-art publishing facility. Send resume to James Connell, Vice President, WGE Publishing, Route 202 North, Peterborough, NH 03458.

**Alstair James**, Research Manager, both from IDC Australia.

With any trip of this length there are bound to be misadventures. **Will Zachmann**, however, was the only speaker to be plagued with "traveler's fatigue." It seems he was without his luggage for eight days having lost it in Tokyo only to recover it later in Singapore!

Meanwhile a continent away... The night before the Sydney Briefing Session, **Pat McGovern** hosted a cocktail party and dinner cruise for all IDC and CW staff. As 75 people waited to begin their tour of the Sydney harbor, Pat, Jack Hart, Len Rust and Will Zachmann were stuck in a taxi franticly searching for the pier. All was not lost, however, they finally made it before the ship set sail...

## People

Joining the staff of Digital News Publishing as Director of Publications is **Jonathan Epstein**. Prior to this position with *Digital News*, Jonathan was a contributing editor for Ziff Davis Publishing. Jonathan is a graduate of Harvard University with a degree in Chemistry. He lives in Cambridge and enjoys playing the basson and contrabasson.

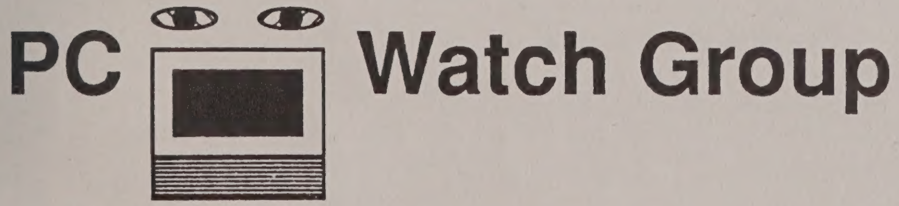
Digital News Publishing hired **Sharon Jensen** to fill the position of Assistant to the President. Sharon comes to *Digital News* from *Digital Review* where she was the office manager. She enjoys going to the beach and the mountains in her free time.

## News of Note

### IDC Forms PC Watch Group

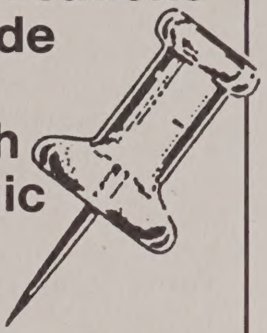
IDC recently formed a PC Watch Group in order to stay in closer touch with the "ubiquitous personal computer market" and thereby provide the best information for internal as well as external use. According to **Tom Willmott**, IDC Vice President of Information Services, and **Aaron Goldberg**, IDC's Vice President, P.C. Research, "We see this group as a vehicle for professional growth as well as a forum for discussion of market trends and events. Our ultimate goal is to create a corporate resource of PC information that will be useful not only for IDC but CW as well."

The group will come together to accomplish several tasks: to identify key aspects of the PC market that require research; to outline the PC research plan for the upcoming year; and to plan changes in existing IDC products and assess the need to design new products for the marketplace. The group will provide the staff with a binder containing up-to-date forecasts, market data and current market segmentations as the information becomes available. Meetings are expected to take place once every two or three weeks, or on an ad-hoc basis in response to major industry events.



## Tips & Techniques

### CW Communications Worldwide Editors Establish Electronic Bulletin Board



How does one meet the communications needs of an international staff of editors who must contact each other across global time zones?

CW's worldwide editors found the answer by establishing an on-line Electronic Bulletin Board which displays news alerts, rumors, press conference schedules, even personal messages.

The recent expansion of the CW Communications International News Service (CWINS) — as a commercial product and increasingly important IDG information tool — makes this bulletin board possible.

Effective July 1, the Bulletin Board will be operated by the CWCINS European News Bureau in Paris. Under the organizational prowess of **Linda Lewis**, editorial assistant to International Editor, **Amiel Kornel**, nonpublishable, but vital information, can now be circulated among the CWCI editorial family in an informal and timely fashion.

Information found on the Bulletin Board has been sorted into seven categories: News Alerts, Rumors, CWCI Update, Inquiries, International Press Conference Schedule (covering two weeks forward), Trade Shows (listed by host country) and Personals.

As editors send information to the Paris bureau, it is immediately posted as a one-line sum-

*Continued on next page*

mary under the appropriate category. Longer items are referenced by an OnTyme electronic mail message number and filed in a shared mailbox. The condensed headline format allows users to scroll quickly through many news listings, while the referral system permits easy optional access to items of interest.

Editors were instructed in the use of the Bulletin Board at the recent International and U.S. Editors Meeting in Newport Beach, California and are strongly urged to make use of this new information medium as a way to increase our global competitive edge and augment already high news standards.

Special log-on procedures are required to access the Bulletin Board. Anyone interested in accessing or contributing to it, should contact **Melissa Strayton**, at CWCI Framingham, or via OnTyme at CWCI.M/STRAYTON.

IDG WORLD *update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

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## Anniversaries

**One Year**
Victoria Floyd, PCW
Jonathan Sacks, IFW
Gino A. Vanlue, PCW

**Two Year**
Doreen Means, CWC/P
Maureen A. Sebastian, CWCI

**Three Year**
Anindya Bose, LR

**Five Year**
Jeffrey Pennett, CWCI

## Positions

### CW International Editor

CW Communications, Inc. has an immediate opening for an International Editor for the U.S. Bureau of the CW Communications International News Service, located in Framingham, Mass.

Primary responsibilites of the International Editor will include heavy editing and some reporting of computer-related news for inclusion in the daily CW Communications International News Service.

The International Editor will coordinate the news flow from other CWCI publications that help comprise the daily electronic news wire; gather and integrate additional copy into the daily wire; write headlines; head up a series of group editorial projects; and write a fortnightly column.

Ideal candidates will possess a strong journalism background, excellent editing skills, and knowledge of the computer industry. Interested parties should contact **Susan Blakeney**, CWCI, P.O. Box 9171, Framingham, Mass. 01701

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| July 21 | Joint IDC/CWCI European Managers Meeting<br>Copenhagen |
| July 22 - 24 | IDC 1987 Research Meeting<br>Crowne Plaza<br>Natick, MA |
| July 22 - 23 | CWCI European Managers Meeting<br>Copenhagen |
| July 28 - 30 | Eric Hippeau<br>VP Latin America<br>To Visit CW Framingham |
| July 28 - 31 | First CWCI Regional Pacific Meeting<br>Penang, Mylasia<br>Hosted by Alan Power, VP Asia/Pacific |
| July 30 | Seminar Series*<br>"Working with People"<br>Crowne Plaza<br>9:00 - 5:00 p.m. |
| August 1 | Axel Leblois<br>CEO CWCI<br>Officially relocates |
| August 5 - 7 | Network World Strategy Session<br>Crowne Plaza<br>Natick, MA |
| August 20 | IDC Company Picnic |
| Sept. 3 - 4 | IDC's Vendor Group Sales Meeting<br>Ocean Edge Conference Center, Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin America Regional Meeting<br>Maunus, Brazil<br>Hosted by Eric Hippeau<br>VP Latin America |
| Sept. 18 - 19 | IDG Board of Directors International Meeting<br>Rio de Janeiro, Brazil |

* If you are interested in attending, please contact Linda Bowes x554

IDG
WORLD
VOLUME 16, NUMBER 30 JULY 28, 1986 *update*

**Part I:**

## *Network World* Introduces the $1.2 Million Dollar Buyer

That's how much the average *Network World* subscriber plans to spend on data, voice, and video communications products and services over the next twelve months.

*Network World*, CWCI's new weekly for leading users of communications products and services, now boasts the largest concentration of buying power available from any communications publication.

The high quality of *Network World's* subscriber base of 60,600 buying influencers is the result of a very focused circulation development program.

To build its million dollar subscriber file, *Network World* went to the extensive files of IDC and researched the 20,000 largest communications-oriented sites. Qualification mailings were also directed to members of key communications user associations and a number of other proprietary sources.

"Potential subscribers have to spend up to 12 minutes filling out our subscription qualification form. The form enables us to separate the sightseers and tire kickers from the real buying decision makers," said circulation manager, **Richard Priante**.

Subscribers are then qualified based on their buying involvement as well as the dollar value of their buying authority.

The result? "Our advertisers benefit enormously," said *Network World* publisher, **Doug DeCarlo**. "Not only do we have a per-subscriber average buying power of $1.2 million, 57% of these decision makers cannot be reached by the combined circulations of six other communications publications."

"We also have a backlog of 20,000 new subscription applications ... but that's another story." Stay tuned.

*The staff of Network World convenes on the lawn at CW Framingham.*

**Inside**

- Andrew Fluegelman Internship
- CW Conference Management Group
- IDG Photo Contest

# Andrew Fluegelman Internship

A lawyer, college professor, ski instructor, and a fur buyer for Neiman Marcus, all have one special thing in common, a desire to make a career change into publishing! This is just a sample of the 100 diverse applications received by the Andrew Fluegelman Internship Committee.

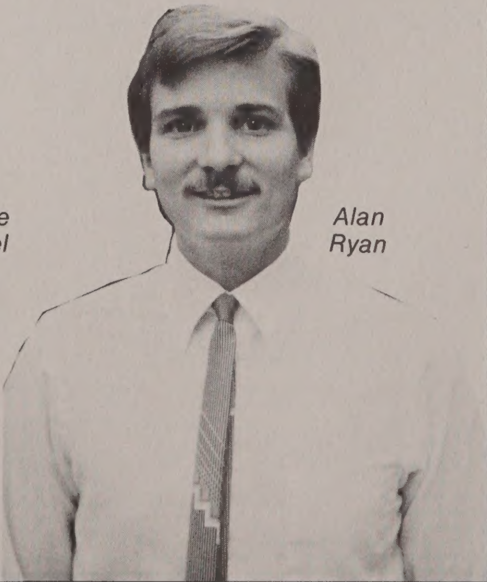
This year CWCI began the Andrew Fluegelman Editorial Internship not only to honor **Andrew Fluegelman**, but to ensure that his contributions to the industry are remembered and continue to make an impact. The Internship, named after the founding editor of *PC World* and *MacWorld*, will provide internships for people seeking a career change into publishing. This year the two interns will be working for six months with *PUBLISH!* magazine and *Micro Marketworld*.

**Debbie Chapel** is the new intern for *PUBLISH!*. Debbie is a screen writer, lecturer/instructor in film and drama, cinematographer, and video producer/director. She is a magna cum laude graduate from Harvard University and her postgraduate work includes studies at San Francisco State, UC Berkeley and L'Alliance Francaise, Paris.

"Because the publishing medium is our message our new intern Debbie Chapel will gain experience in many phases of the publishing process. Not only will she do research, write and edit but will also assume an active role in following edited material through the production cycle. We know her screenwriting background will serve her well in our collaborative editorial environment and we welcome her on board as we go to press with our premier issue," says **Susan Gubernat**, Editor of *PUBLISH!*.

**Alan Ryan** is the new intern for *Micro Marketworld*. Prior to this internship, Alan was a news editor with JPV Cable Television. He is a graduate of American International College, with a B.A. in English/Journalism. The editor of *Micro Marketworld*, **Bill Laberis** says, "Alan brings a variety of skills that will greatly aid *Micro Marketworld's* switch to a weekly frequency in September. He will split his time between copy editing and writing, and will further aid in our efforts to research the value-added community. Through some previous experience Ryan was thoroughly Atex trained, which is a big plus in our busy editorial office."

*Debbie Chapel*



*Alan Ryan*

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| July 28 - 30 | Eric Hippeau<br>VP Latin America<br>To Visit CW Framingham |
| July 28 - 31 | First CWCI Regional<br>Pacific Meeting<br>Penang, Mylasia<br>Hosted by Alan Power,<br>VP Asia/Pacific |
| July 30 | Seminar Series*<br>"Working with People"<br>Crowne Plaza<br>Natick, MA<br>9:00 - 5:00 p.m. |
| August 1 | Axel Leblois<br>CEO CWCI<br>Officially relocates |
| August 5 - 7 | Network World Strategy<br>Session<br>Crowne Plaza<br>Natick, MA |
| August 20 | IDC Company Picnic |
| Sept. 3 - 4 | IDC's Vendor Group<br>Sales Meeting<br>Ocean Edge Conference<br>Center, Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin<br>America Regional Meeting<br>Maunus, Brazil<br>Hosted by Eric Hippeau<br>VP Latin America |
| Sept. 18 - 19 | IDG Board of Directors<br>International Meeting<br>Rio de Janeiro, Brazil |

* If you are interested in attending, please contact Linda Bowes x554

## News of Note

Just a reminder that on July 25, 1986, **Link Resources Corporation** moved their offices to:

79 Fifth Avenue
New York, New York 10003

However, the phone number remains the same — 212-473-5600.

Also please make a note that IDC Australia has a new fax number:

(02) 957 2330

**Profile of the Week**

# CW Conference Management Group

Often times outsiders view conference management as "showbiz" a dramatic, sometimes glamourous trip away from the home office...

Behind the scenes though, there's "much less glamour and a great deal more get up and go", said **Bill Leitch**. He is President and Conference Director of the Conference Management Group at CWCI Framingham, a business center best known for the large Communication Networks Conference and Exposition held every January in Washington, D.C.

"The tradeshow business is really very similar to the publishing business," commented Bill who has produced over 200 seminars and shows since he joined IDG in 1968. "The publications have advertisers and we have exhibitors. Editors are paid to deliver information to the reader and to encapsulate information in an advertising environment; we provide programs to inform and educate the attendee and expose them to the exhibitors, who are really our advertisers."

The exhibitor sales of Communication Networks 1987, being held February 9 - 12, 1987 will pass over 1,000 booths (under contract), and last year CN topped 15,000 total attendees, surpassing Interface, the nearest competitor. Network Management, a specialized communications show, will take place in New York and Chicago in 1987.

In the past, the group has done a variety of projects within IDG including managing the IDC executive conferences, providing consulting to tradeshow marts and working on spin-off products including videotape sessions and programs designed to promote the startup of International publications and IDC's overseas offices. *Network World*, for example, was announced at the 1986 Communication Networks.

An eight-year veteran of IDG, **Bill Sell** is currently the Director of Planning and Operations, coordinating all of the operational functions of CMG's conferences and expositions. Bill also develops long term plans for CMG. Bill came to CMG in November 1985 following two years as IDG's Manager of International Telecommunications. He was involved in the development and implementation of the international electronic mail network for IDG companies. Bill is a graduate of Northeastern University and will completes his Master's degree in Business Administration this year. The latest excitement in Bill and his wife Kristen's life was the birth of their first child, Adam, on June 29.

As Conference Administrator, **Nancy Rubin** is responsible for speakers and works closely with consultants for the planning of Communications Networks and NM/TC to make sure their designated sessions have been properly filled. Away from the office Nancy enjoys traveling, going to the Cape on weekends, knitting, reading and spending time with her children, 19 and 16.

**Nancy Thayer**, will be a six-year veteran of the department in September, 1986. Nancy's duties have grown from secretary for the department to Manager of Marketing Services. Her responsibilities include, working with **Sterling Hager** on the press relations for each conference as well as **Chris Sheroff** of CWCI to promote CMG and **Jane Seamans** to research tradeshows and the industry. In between work, CW volleyball and completing her Associate degree in Business Management, she enjoys reading mystery novels, tennis and an occasional movie. She will be celebrating her first year wedding anniversary in August.

**Louise Myerow**, Registration Manager, handles all registrations for conferences and exhibitions. She maintains all lists in the various categories and prepares daily reports of attendees and tracks registrations. Louise also handles all billing and collections for the registration process.

*Continued on next page*

**Robin Poulin**, Exhibit Coordinator is administrator of all exhibitor related functions. She maintains and coordinates floorplans with Hajar Associates, sales representatives and various show decorators. In addition to her duties, Robin compiles weekly revenue data of accounts and handles sales and placement for show program advertising. She enjoys spending her weekends on a 30' Sea Ray Inboard cruising Narragansett Bay.

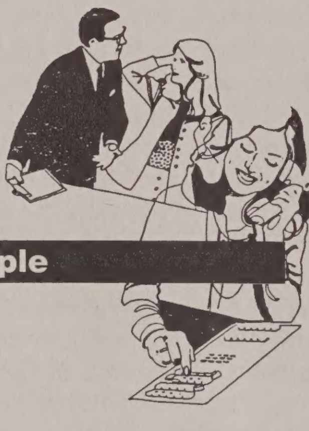
**Pat Collins** emerged from the woods of Maine (University of Maine at Orono) to CW in August 1983 and has roamed the building at 375 Cochituate Road ever since. Currently, Pat is the Marketing Communications & Production Coordinator for CW/CMG. In this roll she is responsible for the direct marketing, sales promotion and production planning and coordination for all CW/CMG's shows. Pat resides in Newton and enjoys bicycling, volleyball (Go Ninja!), tennis, cooking (and eating).

**Pam Savello** does a little bit of everything with the CMG group, as the secretarial support for seven full-time people. She handles all administrative duties as well as assists Nancy Rubin with speakers and agendas, assists Robin Poulin with her exhibitor billing and works closely with Bill Sell and Bill Leitch with the monthly budgets.

**Holly Lomax** is the department's clerical support. A classic "girl friday", Holly mails thousands of conference inquiry mailings yearly. While visiting CW/Conference Management Group, look for Holly's everlasting smile.

**Tami McKinney** began her career with CW/Conference Management Group in 1980 as a contract labor employee. Tami has since become a permanent, part-time employee working on mailing list updates, inquiry mailings and assisting Louise Myerow with registration paperwork. Tami, a newlywed residing in Natick with her husband Mark, enjoys cooking, bicycling and swimming.

**Carol Tarchara** transferred from CWCI in January, 1986. Carol is responsible for assisting in all clerical duties including mailings, updating mailing lists and inquiries. Carol holds a B.A. in Communications/Speech from Bridgewater State College and currently attends the Hotel School of America studying food and beverage management. In her spare time, she is a wedding vocalist for church services and sings professionally for functions.



## People

*inCider — The Apple II Magazine* is pleased to announce the appointment of a marketing manager, as well as the addition of two new editors and two new sales managers.

**Dawn Matthews**, former managing editor of *inCider*, has accepted the position of marketing manager of the magazine. In this position, Dawn will develop advertising promotional concepts and mailings, manage *AppleWatch*, *inCider's* monthly newsletter, compile market share reports, and organize trade show activities.

**Eric Grevstad**, formerly news editor of *80 Micro* and then senior writer for *Microcomputing*, is now *inCider's* review editor. As review editor, Eric will coordinate the magazine's review and new products sections. He will also write feature articles and a monthly column.

The new managing editor for *inCider* is **Dan Muse**, who formerly served CWC/P as managing editor of *Microcomputing*. Just prior to joining *inCider*, Dan was editor of *Tele — The Communications Magazine for Business*. Dan will manage the day-to-day operations and the overall production of the magazine.

**Dale Strang** is *inCider's* new southeast and central sales manager. He was previously a sales representative with Lew Horton Distributors and prior to that worked in the marketing department of Ciba Vision/American Optical.

*inCider* has also added **Sandy Fibish** to its staff as the central sales manager. Sandy was vice president of sales and marketing for Graphics Channels and was the western sales manager for Pennwell Publishing prior to his new position with *inCider*.

Dale and Sandy will be responsible for advertising strategy and sales in their respective territories.

CWCI's Direct Marketing Services is pleased to announce the promotion of **Pauline Smith** to Marketing Coordinator. Pauline joined CWCI in January 1984 as an Administrative Assistant. Her new responsibilities will include developing and coordinating list marketing plans.

**Kathy Carney** has also joined the Direct Marketing Services department as an Account Coordinator and will be responsible for managing direct mail and marketing campaigns for a number of CWCI publications including *Infoworld*, *Digital News* and *Network World*. Before joining Direct Marketing, Kathy worked for the International News Service as Circulation Coordinator.

IDG WORLD UPDATE

# The Local Loop

Volume 17 Number 30 July 28, 1986

Administrative Assistant InfoWorld Administration Department. Provide clerical support for the department and backup for phone and mail service. Duties will include routine clerical duties for Pres/Publisher under direction of his/her assistant. Filing, photocopying, distribution, follow-through on InfoWorld's invoices (accounts payable) and ensure that reports from all departments are received in a timely fashion. Five years experience in a fast-paced, general office environment, typing 65 WPM and dictation, transcription are required. WP experience preferred, but will train. Contact Marcia Mason, InfoWorld - (415) 328-4602

Demographics Manager Infoworld Circulation Department. Responsibilities include: Acquiring all non-paid subscribers. Setting up internal circulation department standards for demographic quality of all sources. Measure readership quality through the design of custom fulfillment reports for those sources producing demographic data and surveys. Design a plan for capturing demographic data on paid portion of our subscriber file. Write annual budget for all activities related to this job, monitor all costs. At least two years experience with a trade/business or consumer publication where management of reader demographics was a central part of his/her responsibility is required. Related experience in advertising or marketing helpful. Microcomputer literacy desired. Candidate must have completed the equivalent of high school algebra. Contact Steve Rees, InfoWorld - (415) 328-4602.

Systems Support Specialist InfoWorld Systems Department. Primarily responsible for planning, development, implementation and training of microcomputer-based applications. Heavy emphasis on all levels of training, from introduction to microcomputers to advanced applications development. Will provide ongoing support to microcomputer users (hardware & software), procedural documentation and basic system troubleshooting. Minimum two years heavy microcomputer support, specifically in system evaluation, training, and applications development required. Must have good understanding of microcomputer operating systems, specifically MS-DOS, and microcomputer hardware. Overall familiarity with minicomputer systems management helpful. Must be able to work with little or no supervision and enjoy working with people. Contact Bob Hoskins, InfoWorld - (415) 328-4602.

Circulation Manager/Director - WGE Publishing to head up its magazine sales operation. The position offers a unique opportunity for career development in an expanding organization. Experience in paid subscription sales fulfillment and promotion is essential, and knowledge of direct sales and newsstand would be an advantage. Send resume and salary requirements to: James Connell, Vice President, WGE Publishing, Route 202 North, Peterborough, NH 03458.

Advertising Manager - WGE Publishing We are looking for an individual who fits the following description: "You're a closer. You handle objections and put-offs like a pro because you are a pro. You're experienced, with a proven track record that shows you can handle a presentation to a New York agency as well as you handle the phone and you handle the phone relentlessly! You're a leader, whose enthusiasm will inspire an ad sales team to new levels of achievement. Because you are as good as you are, we'll offer you a modest salary, which you will double with commissions!" You will spend 2-4 days a month in New York and the rest in our state-of-the-art publishing facility. Send resume to James Connell, Vice President, WGE Publishing, Route 202 North, Peterborough, NH 03458.

Copy Editor - InfoWorld Editorial Department. Duties include editing copy for grammar, spelling, and style; writing headlines and pull quotes; formatting and typesetting stories and corrections; and entering copy. Applicants should have one year of copy editing experience or a journalism degree, and eye for detail, and excellent spelling skills. Contact Daniel Sommer, InfoWorld - (415) 328-4602.

List Rental Coordinator - CW Communications/Inc. Entry level position that will provide excellent experience in all aspects of direct marketing. Responsibilities include daily order processing, monthly invoicing, monthly reports, and continuous phone contact with clients and list brokers. You should be detail-oriented, work well under pressure, possess some word processing skills and have a helpful, informative phone manner. If interested, please send resume to: Deb Goldstein, List Manager, CW Communications/Inc., 375 Cochituate Rd., Framingham, MA 01701.

Assistant to the Editor - Computerworld Focus in the features acquisition process. This individual will help generate feature story ideas and assign stories, generate news ideas, Q&A interviews, assign news and products to writers and will write one feature story each issue. The qualified applicant will act as a technical and industry resource for the staff and will, at times, edit for technical and content accuracy. He or she will also help organize reader surveys and focus groups for story ideas on a regular basis. The qualified applicant will have a comprehensive knowledge of the computer industry and an enthusiasm for technology and applications. Five years experience as a writer or editor and a minimum of three years experience of covering the computer industry is required. The qualified applicant should send resume and writing samples to Ann Dooley, Editorial Director, Computerworld Focus.

Editorial Assistant - CW Communications Editorial Department. Duties include general administrative work for the editorial department, learning to operate our computer-based word processing system, Telex, Panafax, Business Wire, and copying machines, as well as handling special administrative projects. Qualified applicants would be well organized, possess good administrative skills, be detail-oriented, cooperative and have the desire to learn. To apply, please send your resume to Ms. Parth Domke, Assistant to the Editor, CW Communications, Inc., Box 9171, Framingham, MA 01701-9171

Department Assistant - Computerworld Display Advertising Department. Duties include coordination of bimonthly Response Card deck, weekly advertisers index, backup for advertising coordinators, phone coverage, coordination of weekly updates to sales personnel, distribution of mail and packages, typing, filing and support to the manager. Previous office support experience is preferred. A pleasant and helpful phone manner is required. Typing and keyboard skills are required. Applicant must be service oriented, detail conscious and have strong organizational skills. Interested applicants should contact Anne Hadley at CW Framingham ext. 386, or send resume.

Paste-up Artist InfoWorld Production Department. Paste-up of editorial material following guidelines and specifications established by the layout and design editor. Will provide specialized skills and services, such as inking, cutting overlays, limited illustration work. Assist in establishing improved paste-up methods to enhance productivity of the production department. Provide design, camera work and paste-up of company related projects assigned by the special projects coordinator. Able to interface with members of other departments, particularly editorial. Previous magazine/newspaper paste-up experience preferred. Paste-up skills needed: use of t-squares, triangles, knives, layout grids, cropping, inking, ruling, mask cutting and type specing. Background in graphic arts/paste-up required. Contact Cynthia Puig, InfoWorld - (415) 328-4602

The following positions are available in the Editorial Department of InfoWorld. If interested contact Jonathan Sacks at (415) 328-4602.

Senior Writer - Responsibilities include: gathering news, cultivating sources, writing and reporting timely articles on the computer industry. Responsible for news, feature, and product information, to be presented in an organized, interesting fashion. Requires at least three years experience on a daily newspaper and ability to meet strict deadlines. BA in journalism or equivalent is required.

Review Assistant - Duties include filing product and review information, maintaining departmental databases, shipping hardware and software products to reviewers and companies, answering review department phones, correspondence as necessary. Requires one year minimum clerical experience. Must type 60 WPM, computer experience preferred. BA preferred.

Researcher - Responsibilities include: gathering and compiling information for special reports. Research product categories, determining products of interest, gathering information about those products, preparing reports and charts based on that information. Requires a BA and one year research or editorial experience. Knowledge of computer products preferred. Must type 60 WPM.

Staff Artist - Duties include producing charts and graphics as needed at the direction of the art director. Applicant must be comfortable with computer graphics. Minimum of two years experience as a staff artist on newspaper or magazine and BA required.

The following positions are available in the Advertising Department at InfoWorld. If interested contact Cynthia Puig at (415) 328-4602.

Data Entry Specialist - This position will create and maintain all databases related to the advertising department, gather data, coordinate that information and input into database for retrieval. Generate mailing labels and reports from processed data. Major projects include the classified contact database, the InfoWorld complimentary subscriber database, the advertising promo list and the advertising share of market report. Previous work with various computer systems and software programs including: databases, speedsheets, WP, graphic plotters and printers required.

Classified Ad Coordinator - to act as liaison between sales organization, advertisers/agencies, inhouse production department and billing department. This position must meet weekly ad closing, production and billing deadlines;

type/copy insertion orders with correct billing information; prepare weekly ad logs; input ads into Atex system; coordinate with production department on page layouts and positioning; assemble media kits and mail. The ability to organize, set priorities, and be detail oriented, handle weekly deadlines, work independently, have command of English language and good phone manner is required. Typing and general office skills necessary. Computer knowledge useful but will train.

Graphic Artist - This is a dual position as artist and pasteup-layout artist. Takes direction to develop and prepare advertising-related projects for printing/publication. This includes all marketing/promotion pieces as well as the creation of "house ads" for filler in InfoWorld. Will process projects through final film stage. A strong background in graphic arts is required. Art education is beneficial.

Advertising Traffic Manager - to oversee daily operations of inhouse ad support staff, including traffic, sales and billing processing. Advertising supervisor and billing supervisor report to this individual. This position is responsible for assuring smooth workflow from sales through traffic through billing; signing off on debit/credit adjustments; directly addressing advertiser/client questions and solving problems associated with InfoWorld advertising; create and maintain reports associated with InfoWorld sales productivity; and addressing sales rep questions and problems. Plays integral part in developing the OMNI ad/billing computer system to be installed at CWCI. Prepare weekly ad/editorial/production issue dummy. Prepare final ad log. Four to five years experience in management with weekly or daily publication is required and agency experience is a bonus.

Billing Supervisor - to ensure that InfoWorld advertising billing is processed correctly and on deadline. This position is responsible for bill processing of portions of weekly classified and display ad sales. One billing clerk will report to this individual. Act as mail liaison between InfoWorld and IDG billing office. Provide accurate revenue status reports weekly. Create and maintain systems necessary to obtain information quickly. Work closely with InfoWorld traffic personnel. Four to five years management and accounting experience is required and a knowledge of computer systems is desired.

Copy Writer - this individual will write and edit copy for InfoWorld sales promo and marketing. Works closely with ad art director to design copy to fit style of particular projects, and with the researcher so that the proper information is transmitted through the piece. Responsible for meeting deadlines at quality and quantity of work pre-established by marketing director. Five years agency copy writing experience required and a degree in English is preferred. Contact Cynthia Puig, InfoWorld.

Sailing Club Membership Available. 10 day bareboat cruise out of Boston on an Albin 28, Weekends on a Person 26, Daysailing on a J-29, and Express 27 (capable of 40 [sic] knots downwind) and solings. AKA, the remainder of a full service membership in Boston Harbor Sailing Club (through October) for only $600 (or best offer). You must pass club qualifications. If interested, please contact Ken McPherson at IDC ext. 210

Cottage for Rent - Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400/week. Call Valerie evenings (617)877-3272.

## Positions

**Advertising Art Director/*InfoWorld***
The advertising department of Infoworld is looking for an Art Director who will create and control design on all advertising materials both inside book and in pieces mailed to the public. Takes marketing directions per Marketing Director and integrates it into design of various promo pieces and ad campaigns, keeping *InfoWorld* marketing on track. Advertising art design experience is required. A strong background in printing/graphics to control quality is desired. Contact **Cynthia Puig**, *InfoWorld.*

**Art Director/*InfoWorld*** editorial department. Duties include managing the week-to-week design process, overseeing and managing two staff artists and one photo editor. Work with editor-in-chief and managing editor to creatively implement consistently strong graphics. Eight years experience as staff artist on magazines and newspapers, 3 years managing others and implementing graphic design and a BA required, art/design major preferred. Contact **Jonathan Sacks**, *InfoWorld.*

***InfoWorld* Executive Editor, East Coast** — editorial department to cover microcomputer industry news and manage Boston reporter. Duties include contributing major news and feature stories about developments in microcomputer technology and its impact on the business community. Will write and edit stories and oversee activities of bureau reporter. Minimum 3 years writing and reporting experience, at least one year at a daily newspaper, one year on a publication covering the microcomputer industry and a BA in journalism is required, MA preferred. Contact **Jonathan Sacks**, *InfoWorld.*

***InfoWorld* Marketing Director** in the advertising department to develop *InfoWorld* product marketing strategy and direct staff to produce projects which will enhance *InfoWorld's* position within the PC marketplace. Develop annual ad marketing/promo plan/schedule, and direct staff to coordinate and produce projects including direct mail campaigns, print advertising campaigns, in-house research databases/studies, and create in-house agency. Supervise five-member marketing/promo staff. Work as part of management team to mold future growth of *InfoWorld*. Seven to ten years in sales and marketing (not necessarily simultaneously) and a degree in advertising and 5 years in management is required. Agency experience is a plus. Contact **Cynthia Puig**, *InfoWorld.*

**Senior Editor/Communications — *InfoWorld*** editorial department. Duties include writing major stories on developments in microcomputer communications, including micro to mainframe links, local area networks and telecommunications. Job requires a facile writer capable of contributing stories to the front page, editing stories from reporters covering microcomputer communications and editing those stories that will appear in the communications section. Four years reporting and editing experience, at least one year on a daily newspaper, two years on a publication covering the microcomputer industry, with specialization in communications, prefer at least one year managing others and a BA is required, journalism major preferred. Contact **Jonathan Sacks**, *InfoWorld.*

## Sports Beat

# The Rites of Summer

Avid intramural sports fans anxiously awaited the yearly softball battle between longtime rivals the "Swamp Rats" (*Computerworld*) and the "Brewers" (IDC/IDG). The two co-ed teams met on July 8 in Framingham in the first of their annual two-game series. As usual, it was a friendly but highly competitive game. CW scored early, batting in twelve runs in the first four innings. IDC buckled down on defense and held CW scoreless for the final three innings but lacked the offensive power to overcome CW's big lead. *Computerworld* won by the score of 12 to 8. IDC is favored to be the "comeback team" at the re-match later in July. More news then...

SWAMP RATS
SWAMP RATS
SWAMP
SWAMP RATS
SWAMP
SWAMP RATS

## Anniversaries

**One Year**
Susan Hanshaw, CWC/P
Marcia M. Kelly, ESU
Thomas E. Miller, ESU
Elizabeth Ranney, IFW
Daniel W. Sommer, IFW
Amy Fiore, CWCI

**Two Year**
Sandra Driscoll-Coleman, CWCI
Deborah A. Jepson, IDG
Gerald F. Tanham, IDC
Susan E. Thompson, IDC

**Three Year**
William Boyer, CWC/P
Elaine F. Carlos, CWCI

**Four Year**
Jude Goldman, CWCI
Mary Hartwell, CWC/P

**Five Year**
Peter Bjornsen, CWC/P

**Seven Year**
Edward Marecki, Jr., CWCI

IDG
WORLD
update

**Editor-in-Chief**
Jean Kane
**Executive Editor**
Nina Ricci
**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Melissa Strayton
**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

# The 1986 IDG International Photo Contest Is On

The annual IDG Photo Contest is under way. After two successful contests resulting in beautiful full-color IDG calendars, we are looking to reach even greater heights this year. So dust off your cameras, load up some film, and get snapping. Here are the rules:

1. Only IDG employees in the U.S. and around the world are eligible. Sorry, no family members or friends may enter. We encourage international entries and want to see many more photos from abroad than we have in the past.

2. You may submit both black and white and color photos. Slides or prints are acceptable. If you send a print and it is chosen as a winner, it would be extremely helpful to the production process if you had the original slide or negative.

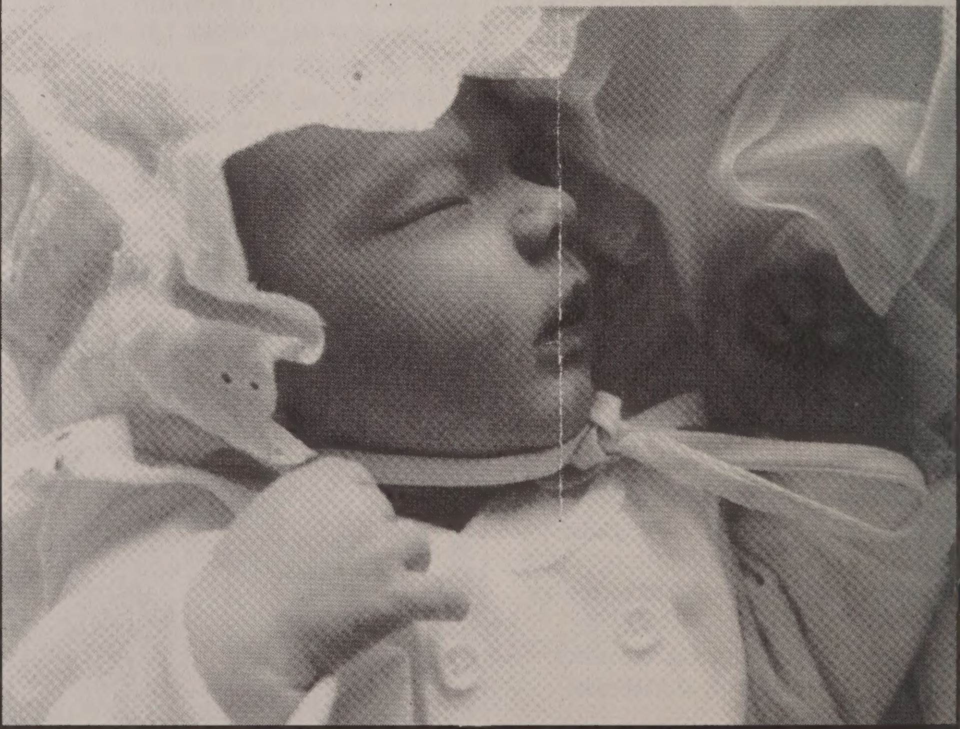
3. Two entries per person will be accepted. Please make sure your name, title, department, publication, country, and phone extension are on or attached to each photo. We will return all photos as soon as possible, but we cannot be responsible for photos lost in transit. Don't worry — our track record is superb.

4. A panel of three judges will be selected to evaluate and choose the winning photos. There will be 12 winning photos, and each will be assigned to a month on the calendar.

5. The theme is open and the judges will look for creativity, photographic quality, and imagination. Take a good look at the 1986 photo calendar to get some idea.

6. Send your entries to Patty Faherty, CWCI. All entries must be received by September 15, 1986. Winners will be notified immediately and the judge's decision will be final. If you have any questions, call Patty Faherty, CWCI, (617) 879-0700, x577.

Good luck!!



IDG
WORLD
VOLUME 16, NUMBER 31 AUGUST 4, 1986 update

# CWCI Publications are Hot!

*Computerworld* ranks #1 in gross advertising revenue according to The Gallagher Report. They have just released their 29th semi-annual business publication advertising scorecard which reports *Computerworld* has once again come out in first place in a field of 100 top U.S. business publications.

The Gallagher Report estimates *Computerworld's* gross advertising revenue at $27,252,443 in 1986 vs. $25,631,156 in 1985 up 1.7%. This gain is even more impressive when compared to the declines posted by *Datamation* (-13.9%), *Computer Decisions* (-12.5%) and *Mini-Micro* Systems (-23.4%).

*Computerworld* also scored highest in its field in the advertising page count department even though its pages were down 7%. *Datamation* fell from 13th place in 1985 to 21st place in 1986 with a decline of 20.3%. *Computer Decisions* went from 39th to 57th off 27.9% and *Mini-Micro Systems* fell from 47th to 65th for a loss of 27.7%.

Not only are the results good for *Computerworld* but also for three other CWCI publications. The Computer Publishing & Advertising Report's (CPAR) Computer Periodical Advertising Index, which ranks ad pages for the first half of 1986 compared to the first half of 1985, is telling us that CWCI publications are hot! The top three consumer periodicals in the computer industry, in terms of advertising page gains, belong to the CW Communications family. Heading up the winner's list is *PC World* with a very impressive 14.9% page gain. In second place, *80 Micro* scored big with a 14% page gain and last but not least is *Macworld* with a 8.7% increase in ad pages.

The gains posted by *PC World*, *80 Micro* and *Macworld* are most notable when you consider the state of the computer advertising industry in general, plus the fact that the 11 publications studied by CPAR posted a net loss of 3.4% for the first six months.

Congratulations on a job well done!

COMPUTERWORLD
ADR utility reveals snags
Volume users to get direct Lotus sales
Link may void DEC warranty

PC WORLD
Computing With the Top Down

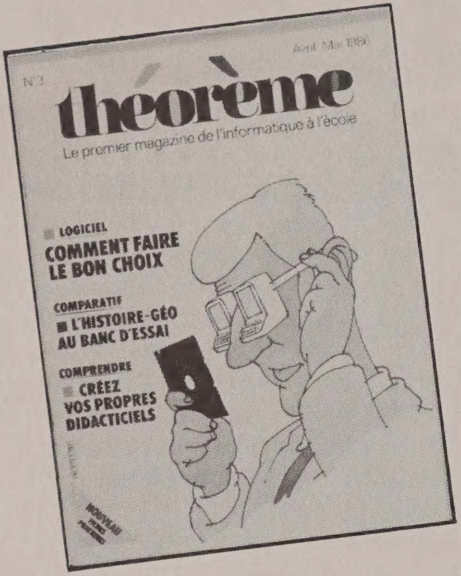
MACWORLD
Faster Than a VAX
Mac outperforms minicomputer

80 micro
CP/M: THE DOS THAT WOULDN'T DIE

**Inside**

- *Network World* Subscriptions
- *CW* Australia Eighth Birthday
- *Théorème*

# *Théorème* Opens French Educational Computer Market to U.S. Advertisers


Avril Mai 1986
N°3
théorème
Le premier magazine de l'informatique à l'école
LOGICIEL
COMMENT FAIRE LE BON CHOIX
COMPARATIF
L'HISTOIRE-GÉO AU BANC D'ESSAI
COMPRENDRE
CRÉEZ VOS PROPRES DIDACTICIELS

*Théorème*, the first French magazine dedicated to computers in education, is now available to U.S. advertisers. *Théorème* was launched in December 1985 by Micro Presse, CWCI's French microcomputer publishing company. The magazine addresses a potential computer-user market of over 11 million French educators, parents, and children with easy-to-read yet informative reports targeted at these specific groups.

The publication focuses editorially on the successful computerization of French schools through practical pieces on real-life computer experiences, information on software and applications and facts about educational games. The editor-in-chief, **Bruno de Latour**, was one of the first in France to write computer articles directed at the general public.

The French computer market ranks as the second largest in Western Europe. According to IDC, France's rapidly expanding computer market is expected to grow at a compound annual rate of over 16 percent. By 1989, expenditures are expected to reach $30 billion. Because France's educational computer market is vast, and largely undeveloped at this time, *Théorème* is making a timely entry into this marketplace.

*Théorème* is published six times a year, and is supported by a multimillion dollar advertising campaign throughout France. Publisher Micro Presse is noted for its specialty publications which include *Golden*, *InfoPC*, and *Distributique*.

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to **Nina Ricci**, IDC Framingham.

| | |
|---|---|
| August 5 - 7 | *Network World*<br>Strategy Session<br>Crowne Plaza<br>Natick, MA |
| August 9 | Lunchtime Seminar*<br>"Selecting Day Care Services"<br>IDC Boardroom<br>11:30 - 1:00 p.m. |
| August 20 | IDC Company Picnic<br>Sheraton Boxborough |
| August 31 - Sept. 1 | "The Labor Day Hustle"<br>PCWCI will be moving to their new location. |
| Sept. 3 - 4 | IDC's Vendor Group<br>Sales Meeting<br>Ocean Edge Conference Center,<br>Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin American Regional Meeting<br>Maunus, Brazil<br>Hosted by Eric Hippeau |
| Sept. 18-19 | IDG Board of Directors<br>International Meeting<br>Rio de Janeiro, Brazil |

* If you are interested in attending, please contact Linda Bowes x554

## News of Note

# Computerworld Australia Celebrates 8th Birthday

During the IDC Sidney Briefing session, IDG Chairman **Pat McGovern**, took time out to celebrate CW Australia's 8th birthday. The party took place during a cruise touring Sidney's magnificent harbor. One of the highlights of the evening was the cutting of a giant birthday cake. Pat McGovern was assisted by **Alan Power**, vice president, CW Communications Pacific and the founding managing director of *Computerworld* in Australia; as well as general manager **Barbara Howell**, who has been with *Computerworld Australia* from the beginning.

Approximately 70 people in all attended the party, including the staff of IDC Australia who were pleased to join in the *CW* celebration.

*Pat McGovern, Alan Power, and Barbara Howell cut the cake at Computerworld Pty Ltd's eighth birthday party during a cruise on Sydney Harbor.*

IDG WORLD UPDATE
The Local Loop

Volume 16 Number 31 August 4, 1986

## Features Editor - Computerworld Focus

Computerworld Focus is looking for someone to act as an assistant to the editor in the features acquisition process. This individual will help generate feature story ideas and assign stories, generate news ideas, Q&A interviews, assign news and products to writers and will write one feature story each issue. The qualified applicant will act as a technical and industry resource for the staff and will, at times, edit for technical and content accuracy. He or she will also help organize reader surveys and focus groups for story ideas on a regular basis. The qualified applicant will have a comprehensive knowledge of the computer industry and an enthusiasm for technology and applications. Five years experience as a writer or editor and a minimum of three years experience of covering the computer industry is required. The qualified applicant should send resume and writing samples to Ann Dooley, Editorial Director, Computerworld Focus.

## Marketing Communications Coordinator

CW/Conference Management Group is seeking an energetic individual to fill the position of Marketing Communications Coordinator. This position acts as liason with our internal direct marketing services agency, sales promotion, telemarketing and production departments. Candidate must have 1-3 years experience in marketing communications, have exposure to direct mail, advertising, sales promotion and production functions, and have the ability to handle many projects simultaneously. Experience with the trade show industry and some technical knowledge will be helpful. Must have superior communication skills, be able to handle the pressure of constant deadlines, and be able to work independently. Send resume (no phone calls please) to Bill Sell, Director of Planning and Operations, CW/Conference Management Group, 375 Cochituate Road, Framingham, MA 01701-9171.

## West Coast Advertising Coordinator - CWCI

CW Communications, Inc. is looking for a West Coast Advertising Coordinator to work in their International Marketing Services Department based in California. Will report directly to the Western Marketing Manager. This position requires organization, pleasant telephone manner, typing and knowledge of word processing equipment helpful (but will train). Duties include: typing insertion orders, contracts and general letters for Western Marketing Manager; Electronic Mail correspondence (will train); Mailings; Up-date leads list; Prospecting (looking through magazines, trade shows, calls for contacts and product information); Client contact (as a back-up); Special projects such as gathering data, preparing graphs and helping to coordinate seminars. To apply, send resume (no phone calls please) to Leslie Barner, Western Marketing Manager, International Marketing Department, CW Communications, Inc., 1600 Marsh Road, Suite C200, Menlo Park, CA 94025.

## Factory Communications Section Editor - Network World

The Factory Communications section editor is responsible for writing about all aspects of factory communications, including MAP, MRP, CIM, CAD/CAM and robots. Other responsibilities include providing section stories and four columns per month, two of which are contributed from outside sources. This person will also be expected to write news stories on general industry topics and one feature-length news story each six weeks. There is a substantial amount of travel involved. All candidates must have at least one year of journalism experience in the communications/data processing industry. Contact Bruce Hoard, editor, Network World.

## News Editor - Micro Marketworld

Micro Marketworld (MMW) has an immediate opening in its busy editorial office for a news editor. Applicants must be able to start work no later than August 18, as Micro Marketworld will switch from a bi-weekly to a weekly frequency in September. The news editor has direct responsibility for our 10-person reporting staff, located in Framingham and in our Menlo Park, California bureau. This key position reports directly to the editor, with whom the editorial direction of the paper is set and maintained. The news editors' most important task is to ensure that the efforts of the reporting staff accurately and consistently reflect this direction, ensuring that the unique needs of our readers are served. Candidates for the position of news editor must be highly organized and very highly motivated individuals capable of dealing with a variety of situations requiring prompt, informed and consistent decisions relating to the day-to-day operations of MMW. Ideal candidates would have no less than four years experience in journalism, preferably some of which is in an editorial management capacity. Experience in the computer industry is greatly preferred. Interested candidates should contact Bill Laberis, MMW's editor, immediately by phone (617) 879-0700, or send a current resume to Micro Marketworld, Box 9171, Framingham, MA 01701.

## House for Sale

Four bedroom, two baths, finished basement. House is anxiously awaiting its next owner. Located in Marlboro, the abode supplies an easy commute to Framingham. Also included are storage shed, driveway and office area. All for only $164,000. Call Paul Korzeniowski at CW, 879-0700 ext. 585

## Cairn Terrier Pups for Sale

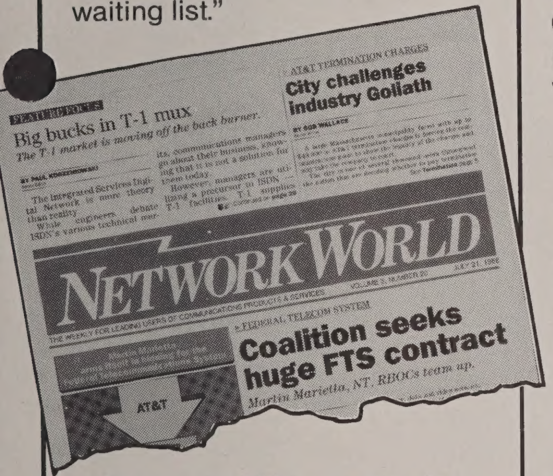
"Little dogs that love people." Charming, intelligent, entertaining and protective. Adapts well to apartments or yards; loves children. Family raised, champion sired, ADC registered. Ready to go August 25th. Males and females. Call Paula at 285-9380 after 7 p.m. or CWCI ext. 462.

### Part II

## *Network World* Subscription Backlog Surpasses 20,000 — Although Many Apply, Few Are Chosen

A whopping 600 - 700 new subscription applications per week have been pouring in from the qualification card that is bound into each issue of *Network World*.

According to publisher **Doug DeCarlo**, "Readers are responding in droves to our editorial product. But only one in two applicants have the right credentials to get on the qualified waiting list."



FEATURED FOR US
Big bucks in T-1 mux
*The T-1 market is moving off the back burner.*

AT&T TERMINATION CHARGES
City challenges industry Goliath

NETWORK WORLD

FEDERAL TELECOM SYSTEM
Coalition seeks huge FTS contract
*Martin Marietta, NT, RBOCs team up.*

AT&T

These would be communications users who have buying power of at least $100,000 and plan to exercise that power within twelve months.

Then, as openings do come up on *Network World's* active subscriber list, those users with buying power of $500,000 and up are the first to be activated.

But what about the people who don't qualify?

Those who do not qualify — including marketing and sales personnel who work for communications vendors — are being offered a paid subscription.

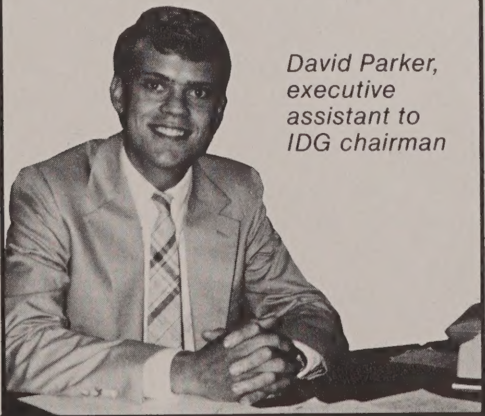
## CWCI Europe Represented at COMDEX 1986

Nice, France was the setting for the 1986 COMDEX Fair, held June 10-12, 1986 — and for the first time CWCI Europe was there. Under the direction of **Eckhard Utpadel**, vice president northern Europe, CWCI employees staffed a 36 meter booth. Over 900 copies of European publications were distributed, important advertising contacts were made and many interested visitors received an introduction to the company.

"We found this fair to be a big success giving CW Communications international visibility as the largest specialized publisher of computer related publications and magazines. Most of the visitors expressed their amazement on how large the CWCI group was and how many publications we edit around the world," said Eckhard Utpadel.

## A New Face in the IDG Chairman's Office

We would like to welcome a new employee to the IDG Chairman's Office. His name is **David Parker**, and he is the executive assistant to the chairman, for business development. In this position David will report directly to the chairman. His responsibilities include assisting the chairman in the identification of new information service opportunities in the area of information technology. He will help to evaluate these opportunities in terms of market need, target potential customers, perform competitive analysis and determine revenue and profit potential. He will also work with the chairman to review business plans for proposed acquisitions or start-ups of information service businesses. In addition, David will assist the chairman in the review and evaluation of the market position, business potential and competitive effectiveness of current IDG products and services. David has a B.A. from Harvard University with his major area of concentration in History. His hobbies include rowing, tennis, and hiking.



*David Parker, executive assistant to IDG chairman*

## People

WGE/Distributors has a new southeast regional sales manager, **Susan Stackpole**. Susan is a graduate of the University of New Hampshire and has a retail sales background. In her spare time Susan enjoys sailing and cross country skiing.

**Francesca Parsons** is the new voice that greets all callers and visitors to IDC's Washington Division. She comes to IDC from a travel agency in Washington, where she was in accounts payable. At night, Fran is a full-time student in her senior year at the University of Maryland. She is on the Dean's list and is working toward a Bachelor's degree in marketing. Her other interests include radio and DXing, and learning Greek.

**Stacie Benes** has joined IDC Washington as manager of commercial sales. She will be responsible for selling both continuous information services and advisory services to commercial companies and Federal agencies in the Washington/Baltimore area. Stacie joined

IDC after 6 years with Wang Labs as a senior account representative. While at Wang, Stacie was the senior member of a sales team that was awarded a seven million dollar contract to automate every Chamber of Commerce in the US with a Wang minicomputer. Stacie was married on May 10th, 1986. She and her husband, Larry, live in Washington, DC.

Joining *PC World* and *Macworld* magazines as the new midwest account manager is **Robert Diftler**. Bob was previously employed with *Computer Retail News* as midwestern advertising manager. Bob also has a strong sales background with *Advertising Age* and IBM. He will be working out of the Chicago office. His hobbies include: cooking, foreign travel, golf, and other sports. He is a real pro and we are happy to welcome him aboard.

**Marji Clark** of IDC Washington was married to **Steve Grubic** on May 17th, 1986 in a nuptial mass at St. Leo's in Fairfax, Virginia. The newlyweds spent their honeymoon beach hopping from South Carolina to Virginia. Congratulations Mr. and Mrs. Grubic!

IDG WORLD update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

*Micro Marketworld* announces that **Catherine Regan** will be moving to California to join the *MMW* sales staff as assistant to **Liz Massengill**, the regional manager. The two will concentrate their high energies on guiding *Micro Marketworld* to the number one position in Northern California. Catherine was previously an administrative assistant for *PC World*, based in the Natick sales office.

**Glenn Rifkin**, *CW* senior editor, is one of ten winners in the *Boston Globe* photo contest. The photo, entitled "Tokyo Matinee", was taken while Glenn was in Japan this past fall. The photo and the prizes will be published in the *Boston Globe Sunday Magazine* on October 12, 1986. But if you would like to see the photo before October 12th, it will be on display in the lobby at CWCI. Congratulations!

## Positions

The following positions are available in the Editorial Department of *InfoWorld*. If interested, contact Jonathan Sacks at (415) 328-4602.

### Senior Editor/Hardware

Duties include writing major stories on developments in the microcomputer industry, contributing stories to the front page, editing stories from reporters covering systems and peripherals and editing those stories that will appear in the hardware section. Four years reporting and editing experience required, including at least one year on a daily newspaper and at least two years on a publication covering the microcomputer industry. BA required, journalism major preferred.

### Senior Editor/Software

Duties include writing major stories on developments in the microcomputer software industry, contributing stories to the front page, editing stories from reporters covering operating systems and applications and editing those stories that will appear in the software section. Four years reporting and editing experience required, including at least one year on a daily newspaper and at least two years on a publication covering the microcomputer industry. BA required, journalism major preferred.

### Senior Editor/Special Reports

Duties include: coordinating and editing in-house and review board portions of weekly special reports, covering various products within the microcomputer industry and some writing of in-house portions, as necessary. Supervising researchers responsible for gathering information for accompanying charts, as well as monitoring the production of those charts. Working with executive editor/technology and others on developing topics and concepts for future special reports. Requires five years reporting and editing experience, including some managerial experience. Technical knowledge of microcomputers preferred. BA required, preferably in journalism or technical field.

## Anniversaries

**One Year**
Jan R. Bell, CWCI
James Yates, IDC

**Two Year**
Judy Sutter, CWCI

**Three Year**
Patricia A. Collins, CWCI
Geoffrey Dodge, CWCI
Robert M. Hoskins, IFW

**Four Year**
Richard J. Lapage, Jr., CWCI

IDG WORLD update

VOLUME 16, NUMBER 32 AUGUST 11, 1986

# CWCI and IDC Explore Cooperative Ventures

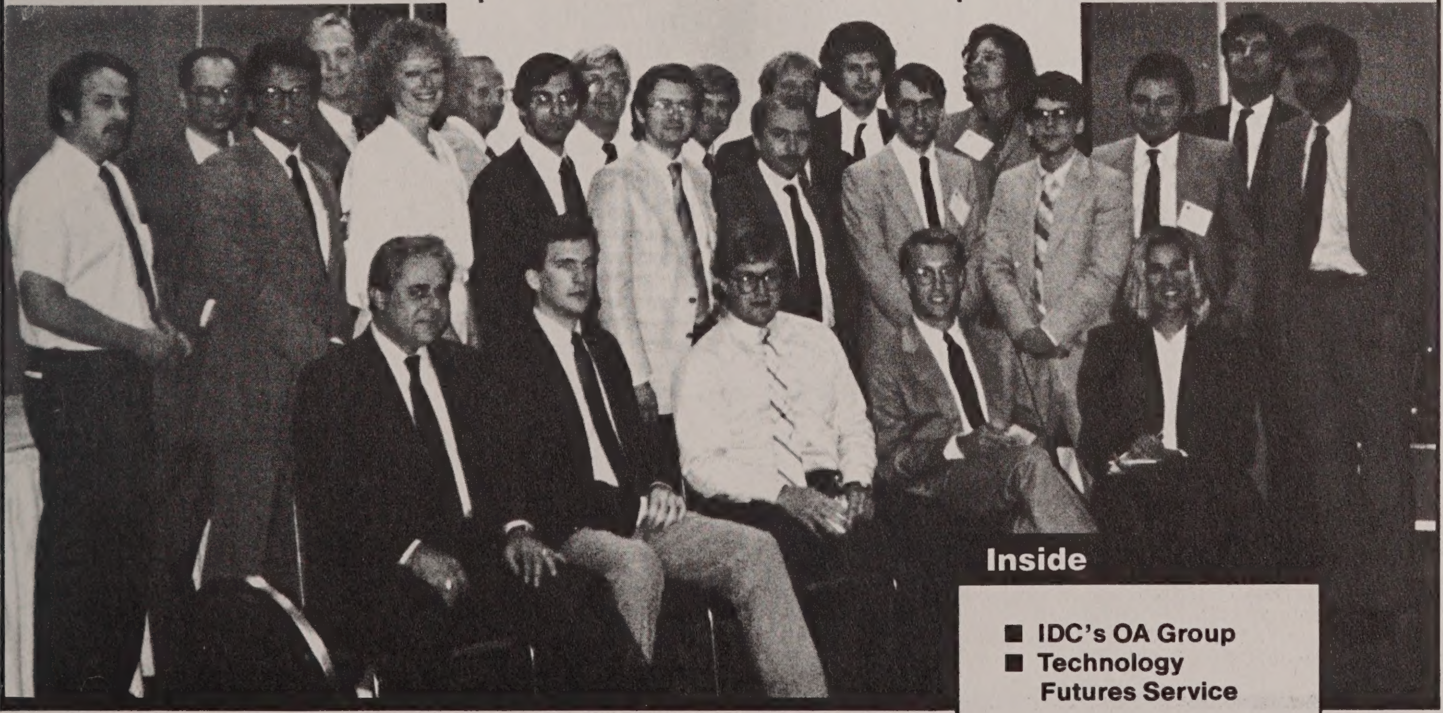
**Tom Casalegno**, chief operating officer of CWCI and **Tom Willmott**, IDC's vice president of information services, hosted a joint meeting between CWCI and IDC on July 16 at the Crowne Plaza in Natick. The primary purpose was to provide an arena wherein the two organizations could explore ways to maximize resources and share expertise to the mutual benefit of both groups.

**Tom Casalegno** opened the meeting with an overview of CWCI's current status, organizational structure and major areas of emphasis. Several priorities were outlined for the upcoming months including the need to increase pressure on the competition, the importance of gaining leadership in major industry segments, and the necessity of staying in touch with shifts in the U.S. market.

**Ken McPherson** of IDC's Market Analysis and Statistics Group (MASG) described on-going activities and joint CWCI/IDC projects. The "Quik Serve" small survey program, which is client driven, and the "Survey Sez" program, driven by internal research requirements, were examples of two IDC resources available.

IDC research program leaders provided a "quick and dirty" synopsis of their on-going research activities as well as an explanation of the direction of their programs for the coming months. Among the presenters, **Dave Moschella**, Processors and Peripherals; **Damian Rinaldi**, Software; **Kim Myhre**, Communications; **Tim Caffrey**, Office Automation; **Adam Zais**, CIMS; **Frank Gens**, IBM Advisory; **Molly Upton**, Integrated Business Systems Advisory; and

*Continued on next page*



**Inside**

- IDC's OA Group
- Technology Futures Service

*Continued from previous page*

**Tom Elliott**, Strategic Business Practices.

Both **Tom Willmott**, IDC, and **Jack Edmonston**, CW's senior vice president of communications services provided updates on the respective databases maintained by each company and the potential applications offered by each.

Joint ventures between CWCI and IDC, past, present and future were discussed in detail. These included:

- A VAR research program currently being developed through the combined efforts of IDC's VAR Service and *Micro Marketworld*. The program will match the *MMW* subscriber lists with the VAR database in order to generate new qualified VAR leads.
- IDC's Communications Research Group and *Network World* are designing a communication user spending study.
- IDC's Computer Integrated Manufacturing Service and CWCI Market Research are conducting a joint program to project the level of MIS personnel involvement in MRP purchases.
- CIMS and *PC World* have conducted a survey to determine the market potential for PC CAD.

During the afternoon sessions, breakout groups were formed to brainstorm further areas of joint effort between CWCI and IDC.

The outgrowth of these sessions was the identification of five functions felt to be essential to on-going cooperative ventures. Committees comprised of representatives from all groups present were formed to pursue these items in greater detail and bring recommendations to CWCI/IDC management for appropriate action.

# James Martin Named Publisher of PCW Communications, Inc.

On July 20, 1986 PCWCI chairman **David Bunnell** announced the appointment of **James Martin** as the new publisher for PCWCI. "Jim will be responsible for circulation, marketing and advertising for *PC World*, *Macworld* and *Publish!* magazines and I am certain that he will continue to help us strengthen our presence in the marketplace," said Bunnell.

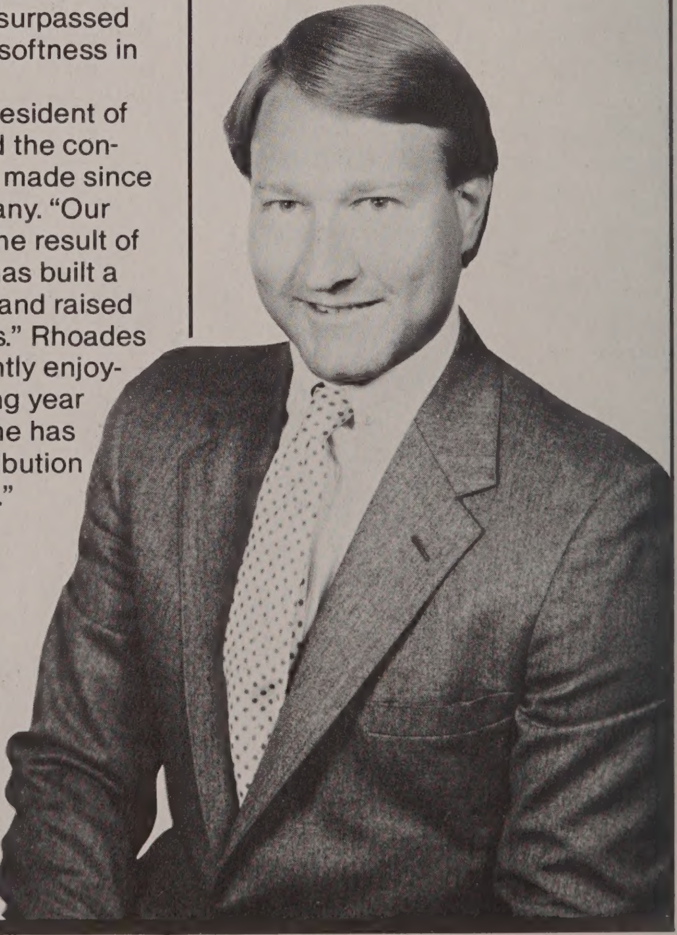
Martin joined the publishing company in October, 1984 as associate publisher/director of marketing and sales and was elected vice president of PCWCI earlier this year. He developed a plan for accelerated advertising revenue growth which has consistently met or surpassed projections despite softness in the industry.

**Bart Rhoades**, president of PCWCI, emphasized the contribution Martin has made since he joined the company. "Our current success is the result of Jim's planning. He has built a national sales staff, and raised our business targets." Rhoades said. "We are currently enjoying a record-breaking year in advertising, and he has made a major contribution to this achievement."

Martin is a graduate of Penn State University, and has experience in many aspects of the publishing and media industries. He spent five years in broadcasting while in college, and then worked for the next five years in the J. Walter Thompson and Cunningham & Walsh advertising agencies.

He then moved into publishing, working for the New York Times Magazine Group, *Playboy* and Ziff Davis' computer publishing group before joining PCWCI in 1984.

"This is an important time for PCWCI," Martin said. "Our business has been excellent this year, *PC World* will be up 251 pages for the first eight months of 1986. That's an increase of 16.5% and a 33% jump in revenue over 1985. *Macworld's* ad page count is even with last year, and revenue will be up 21.5%. We are all extremely bullish about the next four months of this year."



*James Martin,*
*Publisher PCWCI*

# Eric Hippeau Named New *Popular Computing* President

We are pleased to announce that **Eric Hippeau**, CWCI vice president/Latin America, has been appointed president of Popular Computing, Inc.

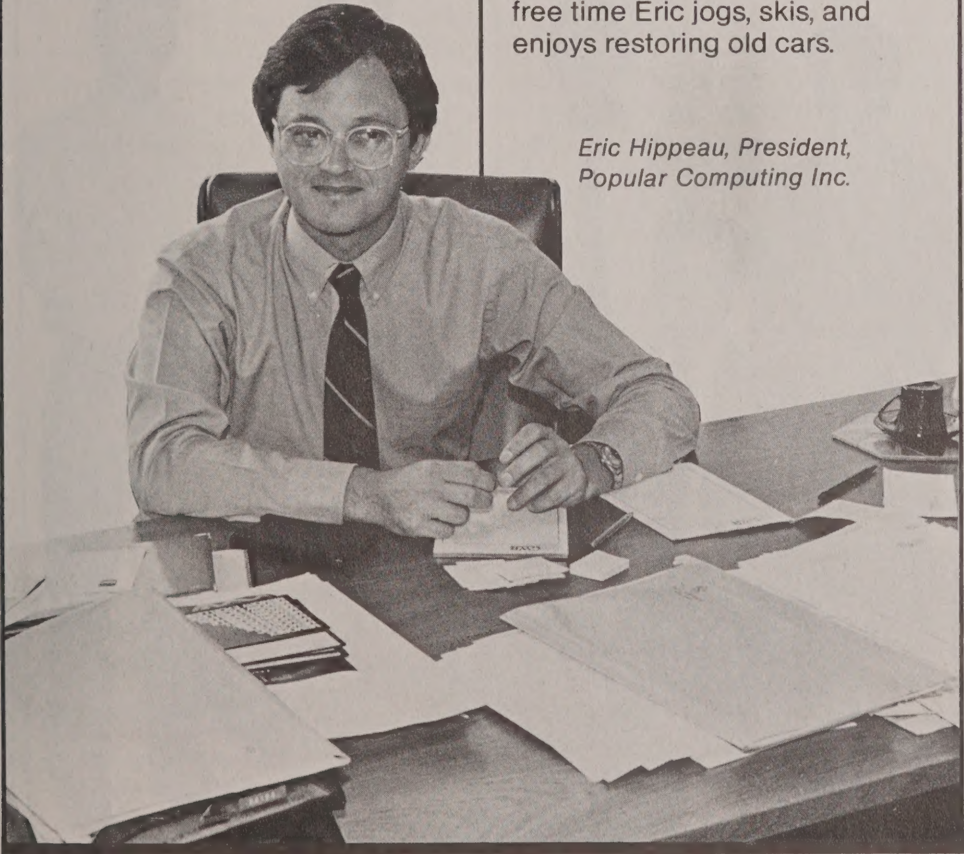
He will be responsible for the profitability and new business growth of PCI. Specifically, he will oversee the continued development of the operation, manage PCI's overall expenditures, and act in concert with other CWCI CEOs to meet corporate goals.

Eric has been with CWCI since 1976, when he launched *DataNews* for the new Com puterworld of Brazil subsidiary. Begun as a biweekly tabloid, *DataNews* is now a weekly and is the largest trade publication in Latin America. Under his direction, CW Brazil also launched *MicroMundo*, a biweekly tabloid for microcomputer managers, *PC Mundo*, a monthly magazine for PC users, directories, and an exposition division.

Eric also began the CWCI Argentina and Venezuela operations, and in 1985, when he was promoted to vice president/Latin America, he became responsible for the Mexican subsidiary as well. In his new position, Eric will report to **Tom Casalegno**, chief operating officer of CWCI.

A native of Paris, France, Eric remains a French citizen. He is fluent in French, English, Portuguese and Spanish. He is a graduate of the French College of London, and attended the Sorbonne in Paris while a junior newsphoto journalist for United Press International. After moving to Brazil and holding various editorial positions with the Brazil Herald, he was named editor-in-chief of that newspaper. He also served a stint in the French Marines.

He and his wife, Lynne, have a baby daughter, Andrea. In his free time Eric jogs, skis, and enjoys restoring old cars.



*Eric Hippeau, President, Popular Computing Inc.*

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| August 14 | Lunchtime Seminars*<br>"Time Management"<br>IDC Boardroom<br>11:30 - 1:00 p.m. |
| August 19 | Lunchtime Seminars*<br>"Selecting Day Care Services"<br>IDC Boardroom<br>11:30 - 1:00 p.m. |
| August 20 | IDC Company Picnic<br>Sheraton Boxborough |
| August 31 - Sept. 1 | "The Labor Day Hustle"<br>PCWCI will be moving to their new location. |
| Sept. 3 - 4 | IDC's Vendor Group Sales Meeting<br>Ocean Edge Conference Center, Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin America Regional Meeting<br>Maunus, Brazil |
| Oct. 20-23 | Network Management and Control<br>Dallas, TX |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues and Strategies<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |

* If you are interest in attending, please contact Linda Bowes x554

**Profile of the Week**

# Group Interaction Key to OA Group Success

When questioned about the organization of his department, **Tim Caffrey**, IDC vice president for office automation research, compares the inner workings of his department to a "token bus." Each staff member carries equal weight on the network, providing input when called upon in his/her area of expertise. According to Tim, "In order to be most effective in serving our client base, everyone has to be 'tied in' continually contributing and sharing information."

Because there is on-going activity at every point along the "bus", there is constant interaction between the researchers and their clients through the information that is delivered.

This interactive structure provides the opportunity for researchers to share information among themselves and at the same time better meet the needs of their client base. "As a department and as individuals we take great pride in what we produce. It is somewhat like the people who build Rolls Royces — carefully crafting their product by hand. Similarly, our 'pride of ownership' results in a consistently high-quality product that our clients can rely on in the daily performance of their jobs."

Team members include:

**Lee Doyle** is research manager for office automation services with a specific focus on office communications. Lee spends the majority of his time advising desperate users on how they might entice big computers to talk to little computers and vice versa. Before convincing Tim Caffrey to hire him in 1984, Lee was an unemployed graduate of Williams College. In the off-hours, he enjoys many outdoor activities including tennis, skiing, and camping.

**Shelley Bakst**, senior analyst is responsible for the latest addition to the group. On July 16, she gave birth to 7lb 1oz **Andrea Nicole** (pictured). When not involved in mothering, Shelley is responsible for managing vender client services and following growth technologies. Shelley holds a Master's Degree from Georgetown University and a B.A. from the University of Massachusetts, Amherst.

*Andrea Nicole Bakst*

**Thomas H. Roberts** comes to IDC from the wilds of New Jersey where he helped start and run a company that sold personal computers, software and peripherals door-to-door. After a sufficient number of doors were slammed in his face, Tom reached an intelligent conclusion: "Industry observation is easier than industry participation."

Prior to the door slamming phase, Tom learned many invaluable survival techniques as a vagabond bohemian in Europe. Before that, he spent four years in a bucolic New England setting learning little of tangible value. When not thinking of computers, Tom enjoys water sports and macrobiotic cooking.

**John D. Wardley** joined the office automation group in February. His major responsibility is editor of the O/A Capsule and Technology Review, but also writes for the Technology Fu-

*Continued on next page*

IDG WORLD UPDATE

# The Local Loop

Volume 16 Issue 32 August 11, 1986

## Sales Secretary/Assistant

CW Communications, Inc., has an opening in their Paramus sales office for a sales secretary/assistant. Excellent entry-level position for a college graduate interested in marketing, or a mature worker interested in re-entry to job market. This position reports to the Regional Sales Manager for Micro MarketWorld. Responsibilities include: correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed. To qualify you should be well organized, and able to function with a minimum of supervision, have strong verbal skills and an excellent telephone manner. To apply, please send a resume or letter of interest to Barry Cheney, Micro MarketWorld, Paramus Plaza One, 140 17 North, Paramus, New Jersey, 07652.

## Associate/Assistant Editor, Features

Computerworld has an opening in the editorial department for an associate or an assistant editor, features. Applicant experience will determine the job title and range of duties. The chief responsibility will be to work as a team with a senior editor to produce 20 Executive Reports a year, editing the manuscripts chosen for publication by the senior editor for content and style. This editing requires substantial author contact and independent research to verify the facts and clarify the opinions expressed. Other responsibilities include: file articles and correspond with authors on payment and copyright matters, compile charts, assist in production process with section layout and design, checking page proofs, cutting copy and working with the graphics editor on charts. You will be encouraged to contribute ideas regarding submitted stories or articles in the development stage and to suggest and research topics that might become future executive reports. There may be an opportunity to write an occasional by-lined sidebar, to research and solicit a report or to travel. To qualify, you should have at least one year's experience in an editorial position within the computer industry, demonstrate the ability to edit manuscripts in a variety of subject areas, to handle detailed work while meeting weekly deadlines and work well with the art, copy desk and production departments. Contact George Harrar, Features Director, Computerworld.

## Copy Editor

Computerworld has an opening in its Editorial Department for a copy editor. Duties include the following: editing news copy for grammar, consistency and style; proofreading page proofs; writing headlines; working with an electronic, CRT-based computerized system to edit stories and electronically paginate pages. A sharp eye for detail, the ability to work under the pressure of daily deadlines and an excellent grasp of spelling and English grammar required. Experience on electronic editing systems is preferred. Computer experience is helpful, but not necessary. Please send resume, salary requirements, and a one-page sample of expository writing to: Charlotte Donaldson, chief copy editor, Box 9171, Framingham, MA 01701-9171 (no calls, please).

### Secretary - Financial Services

IDC's Financial Services department has an immediate full-time position available for a dependable secretary. Excellent typing, office and organizational skills are required; a good telephone manner is essential; must exercise flexibility and independence. Word processing experience is necessary, Wang preferred. Interested candidates should send their resume to Janet Bird, IDC, 5 Speen St., Framingham, MA 01701 or call (617) 872-8200 ext. 649.

### Publicist - PCW Communications

PCW Communications, San Francisco, is seeking a Publicist to help with company-wide public relations planning and implementation. This includes development and follow-through with press contacts, special events, media placement, press releases, and coordination of company profile and response. Position begins no later than September 15; applications accepted until August 15. Send resume, cover letter, and names of three references to Karen Wickre, Corporate Development, PCWCI, 555 DeHaro, San Francisco, CA 94107.

### Porsche for Sale

1963 Porsche 356B is for sale. Important information: two registered owners; 24,000 documented miles; immaculate condition - stored since 1971; appraised over $16,000 - buying an airplane, will sell for $12,000. Call Nancy Thompson at (603) 924-9471 ext. 421 or (603) 835-6110

### Roomate Needed

As of September 1st, one bedroom in our three bedroom apartment will be vacant. The apartment is located in Newtonville, a mile from Newton Corner and the Mass Pike which is a 15 to 20 minute commute to CWCI. We have the first floor of a two-family house in a quiet neighborhood. There is a living room with a fireplace, dining room, kitchen, backyard and driveway. The other two bedrooms are occupied by females. If you are interested call Pat Collins at CWCI, ext. 359 or in the evenings at 969-9203.

### Ski House in Vermont

I am currently looking for skiers interested in sharing a ski house from Nov. 1, 1986 through May 1, 1987 in Ludlow, Vermont. The house is located on Okemo Mountain, is about a half hour from Killington and about two and a half hours from Boston. There will be nine shares for $600 per person, which includes a $50.00 deposit and all utilities except phone charges. Anyone interested, please call Pat Collins at CWCI, ext 359 or in the evenings at 969-9203.

### Cottage for Rent

Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400/week. Call Valerie evenings (617) 877-3272.

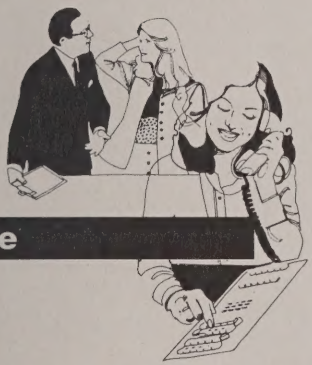
### Free Bunnies

Cute, adorable and loving bunnies free! I am looking for a home for six bunnies (male and female). They are a mix of French lop and domestic rabbit. Great pets for children. Please call Chris at 481-6453 after 6:00 p.m.

tures Service. In the months before joining IDC, John was racing in international J-24 competitions in Japan and Australia. Not surprisingly, after hours John enjoys competitive sailing among other outdoor and indoor activities.

**Heidi Gabrielson** joined the office automation group in May as a research analyst. Her major responsibility is to cover departmental software. After hours Heidi plays volleyball for the Speen St. Spikers, golfs and bikes. She is a graduate of Amherst College where she majored in Chemistry and English.

**John Caskey** is an intern in his sophomore year at Tufts University where he studies French and International Relations. He is currently working on data acquisition for an upcoming report on departmental computing and text processing. He enjoys racing bikes as well as participating in various collegiate activities.



## People

**Ed Warner**, international editor (U.S.) of the CW Communications International News Ser vice, has been named to the newly created position of executive editor, East Coast, for *InfoWorld*. Ed remains in the Framingham office and assumed his new position on August 4.

**John DeSouza** was recently promoted to product manager of IDC's LPS International Service. John has contributed significantly to the success of the LPS U.S. operation, through his solid understanding of technology trends and individual vendor strategies. LPS hopes to expand its international operation and is confident John will provide the analytical and marketing expertise needed to assure success abroad.

On August 4th CWCI's credit department made three notable changes:

- **Marsha Lindsey** from *Computerworld* collections to *Macworld* collections
- **Kevin Smith** was promoted to credit analyst from credit assistant. He will now handle *Computerworld* A-L.
- **Rick Buroni** has moved from mailroom supervisor to credit assistant.

IDC's receptionist/switchboard operator, **Honey Germagian** married **Pat Vartabedian** of Port Hueneme, California, in December 1985. Honey moved to California but just couldn't let go of her "Family Ties" with IDC. In April, Honey teamed up with the director of financial services, of the Western Region, Rich Eby, in Santa Monica.

Weixel Enterprises, Inc., last week introduced a 7lb. 8oz. laptop said to offer unique compatibility features. Now a portable, the **Nathaniel Lee Weixel**, (NLW) is expected to evolve into a standalone system by 1987. "Despite the fact that we missed our original target date by two weeks, the product still only took nine months from conception to introduction," said **Suzanne Weixel**, Weixel Enterprises co-founder and vice president in charge of production (in her spare time she is *CW's* new products editor). The company's president and other founder, **Rick Weixel**, said that enhancements would be offered in the near future. A voice recognition capability is expected soon and a speech synthesis capability is expected in 1987, he said. Congratulations to Weixel Enterprises!

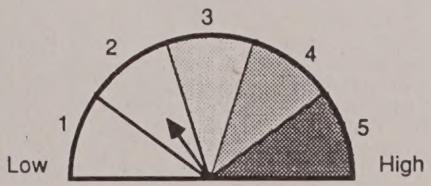
**Tips & Techniques**

# The Birth of IDC's Technology Futures Service

What does it take to launch a successful market research program? To IDC's **Tim Caffrey**, vice president of office automation research and product champion for the Technology Futures Service, the answer is simple. First, a keen perception of the emerging information needs of the marketplace and secondly, the ability to cost effectively meet those needs. According to Tim, "The Technology Futures Service is a good illustration of IDC's ability to leverage existing research and information to meet the needs of our expanding customer base."

The service supports individuals charged with understanding the role of emerging technologies in the future of information processing and business operations. "The perspective we offer is long-range, encompassing such diverse technologies as Gallium Arsenide, Voice Recognition and Electronic Data Interchange," said Tim.

In the seven months since the program's inception, four clients have come on board and Tim expects the number to rise to 15 by year end. The most well received feature of the service is the Resource Allocation Recommendation (pictured below) which graphically illustrates the potential impact of a new technology in information systems planning over the next five years.



## Anniversaries

**One-Year**
Susan Greco, CWCI
James Minervino, IDG

**Two-Year**
Steven J. York, PCW

**Three-Year**
Rebecca Batcha, CWCI
Mary E. Fanning, CWCI
Jay Novack, CWCI
Robert M. Ryan, CWC/P

**Four-Year**
Diane Searles, CWC/P

**Six-Year**
Susan M. Blakeney, CWCI

**Seven-Year**
Anne Hadley-Smokowski, CWCI

**Eight-Year**
Karen Elliott, CWCI

IDG WORLD *update*

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Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Title of article ____________________
Description: ____________________

# IDG WORLD

VOLUME 16, NUMBER 33 AUGUST 18, 1986 *update*

## CWCI Publications — Hotter than Hot!

That's right we're even hotter than we reported in the August 4, 1986 issue. Thanks to **Dawn F. Matthews** our sharp-eyed managing editor at *inCider* magazine, we reread the July 21, 1986 issue of Computer Publishing & Advertising Report. CWCI publishes 6 of the top 8, consumer computer publications in terms of increased estimated revenues for the first 6 months of 1986 compared to the first half of 1985.

CWCI Sizzlers in the Top 8 . . .

| Place | Publications | % Change |
|---|---|---|
| 2 | *Macworld* | 35.1 |
| 3 | *inCider* | 33.9 |
| 4 | *PC World* | 29.3 |
| 5 | *InfoWorld* | 28.8 |
| 6 | *RUN* | 28.5 |
| 8 | *80 Micro* | 21.5 |

*Computerworld* Also Scores Big!

The Folio: Ad Guide (July 1986) reported C Systems analysis of advertising activity in 1985 for five major high-technology product categories. *Computerworld* scored number one in three of the five categories:

- Software – #1 in ad pages, per year, ad revenue, per year, number of brands (*PC World* #1 in ad pages per issue, *Macworld* #1 in net change brands vs 1984). Software, the largest category in every gross measurement, lost ad pages at a rate of 9.8% vs 1984. Half of the top 10 magazines by category ad pages were personal computing books, although the lead with 1,603 of the category pages was *Computerworld.*
- Computers & Systems – #1 in ad pages per year, number of brands. Computers & Systems/ Microcomputers & Systems - #1 in ad pages per year. Computers & Systems got even smaller in 1985 dropping pages at a rate of 25.5% vs 1984. *Computerworld* was tops in pages with 687, and third in dollars, but that is with *Business Week* and *Fortune* in first and second place. The huge page rates charged by the business books accounted for their top placement.
- Peripherals – #1 in ad revenues per year. Peripherals the fourth largest category in ad pages, dollars and brands was led by *Computerworld* in dollars.

Congratulations to all on your fantastic achievements!

THE APPLE II MAGAZINE
inCider
BEGINNERS' LUCK!
InfoWorld
COMPUTERWORLD
ADR utility reveals snags
Volume users to get direct Lotus sales
MACWORLD
Faster Than a VAX
PC WORLD
80 micro
CP/M:
RUN
LUCASFILM STARS ON

### Inside

- CWCI's Asia/Pacific Group
- 10th Anniversary Celebration

# Vitality and Passion Characterize CWCI's Asia/Pacific Group

CWCI's Asia/Pacific region will have to earn more by 1990 than the whole company now does if IDG is to reach its US $1 billion target for the end of the decade, according to *Computerworld* Asia managing director, **Evan Barty**.

Evan Barty made the point during a session of the first CWCI Pacific Management Meeting, held July 28 to July 30 at the coastal resort of Penang in Malaysia.

The meeting was attended by managers from *Computerworld* organizations based in Hong Kong, Singapore, Japan, India and Australia, and included sessions led by CWCI circulation director, **Nancy Merritt**; International News Services' director **Susan Blakeney**; International Marketing Services managing director **Frank Cutitta**; and Asia/Pacific vice president **Alan Power**.

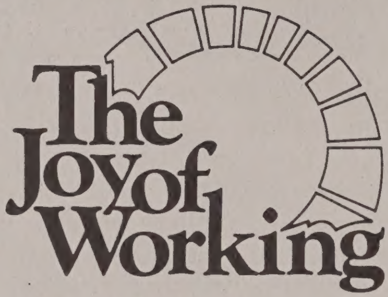
Evan Barty's figures were based on projections for the region showing its 1990 revenue target as $210 million by 1990, compared to $201 million for CWCI at present.

Closer cooperation with the Indian publication *Dataquest*, plus entry into the South Korean market are already planned, and coverage and circulation are likely to be expanded in some areas of Southeast Asia already covered by *Computerworld* (Asia).

Publications in Australia and North Asia are expected to increase their frequency and spin off new products aimed primarily at vertical markets. Plans to increase classified advertising revenue in the region are underway.

The buzz-phrase of the meeting — supplied by *Computerworld* Australia's publisher, and research session leader, **Susan Coleman** was VAP. The acronym stands for "vitality and passion," two characteristics of CWCI's operations in the region that will be in great demand during the run-up to 1990.

## Book Review



Everyone who works, whatever the job, has the right and the ability to find joy in working, say the authors. Enjoyment is the key to excellence; it brings growth and prosperity not only to individuals but to the companies they work for and to their country.

The book offers a unique 30-day method for developing and sustaining a positive outlook on life and work. It is a practical system that applies not only throughout the working day but off the job as well. It is built on the cornerstone of self-esteem and moves on to such key factors as goal setting, pride, self-reliance, motivation and twenty-five others that will make any job more productive and satisfying. It offers insights and attitudes that can unlock the potential in each person to turn individual ideals of success, wealth and happiness into reality.

This is written for use every day of the month, every month of the year, every year of one's working life.

*The Joy of Working by Dennis Waitley and Reni L. Witt, Dodd, Mead & Company*

## Profile of the Week

# CWCI's In-House Ad Agency

While far from the glamour and glitz of New York's Madison Avenue, CWCI's Marketing Services Department, headed by senior vice president, communication services, **Jack Edmonston**, considers itself an ad agency. Very much like its counterparts, Marketing Services has clients and a product to sell. In this case it brokers its services internally to any CWCI publication or division needing them.

Clients (the various publications of the company) hire the Marketing Services Department the same way they hire an independent advertising, research or public relations agency. They meet with representatives of the department to discuss their marketing needs. Then a marketing strategy is created and costs are estimated. Finally, the client decides whether or not to hire the department to execute the strategy. Says Jack, "We think we give our clients better quality than any outside company. And we can do it quicker and at much less cost."

The department is divided into three divisions: Sales Promotion, Direct Marketing, and Market Research. This week the focus is on the Sales Promotion Department, consisting of 12 people at present, which is directed by **Liz Johnson Morris**.

"The name 'Sales Promotion' doesn't fully describe the scope of functions in our department," says Liz Johnson Morris. "Yes, sales promotion is one facet of our service department; we produce brochures, direct mail, and other collateral material for clients who choose to use our service. But we also produce advertising for our clients, and we now have a Public Relations arm as well, run by **Chris Sheroff**. So, the more accurate term for our department would be 'Marketing Communications.'"

Projects the department handles run the gamut: everything from flyers, brochures and ads to publishers' newsletters and media kits. On the public relations side, clients have special events planned and executed for them, press releases written, and media placement of stories, among other things.

Without the Sales Promotion Department, CWCI's publications would not have materials for their sales people to give to advertisers or potential advertisers, and would not achieve a presence in the press that makes them more visible to these same customers.

Jack Edmonston has been with CWCI for 13 years. Prior to that, he worked as account manager on *Computerworld* at an outside ad agency. In his dim past, he has also held jobs as computer programmer (Univac II, IBM 1401), disc jockey, public information specialist for Boston's War on Poverty Agency, and ad manager at John Hancock Insurance. Jack is one of several Brown graduates at IDG, with a degree in economics. Jack likes to run and grow flowers, he has also published a couple of humorous crossword books ("dirty crosswords") and does some writing in his spare time. He is the treasurer of the "other" interface, a non-profit, holistic health education organization in Watertown. He lives in Newton, and has two children at Newton High - Dan 16, and Terri 14.

**Elizabeth Johnson Morris** is the director of sales promotion. She manages the in-house agency responsible for advertising, public relations and sales promotion for *Computerworld*, *Network World*, *Micro Market-World*, CWIMS, CMG, *Digital News*, and *InfoWorld*. Liz, her husband and their 2 cats live in Fairhaven, MA and are the proud owners of 3 boats. Not surprisingly, Liz's hobbies are sailing, sailing, and sailing! But she also finds time to chair the ABP Promotion Committee.

**Christine Sheroff** joined CWCI in January 1986 as the director of public relations. She oversees all public relations efforts for CWCI in both Framingham and in the other U.S. operations. With a B.S. in Journalism from Boston University School of Communication, Chris previously was an editor of *Suburban News*, Westfield, NJ; assistant director, college relations, Babson College; public relations specialist - Bose Corporation and has owned her own consulting business. Chris, and her husband Jay and their 7 year old daughter, Lauren live in Holliston. In her free time Chris is a member of Greenpeace, the Audubon Society and enjoys painting and fine arts. Chris was also past president of the League of Women Voters, Holliston/Ashland.

Administrative Assistant to Jack Edmonston is **Cyndi Chekas**. Cyndi is the coordinator for the placement of house ads for *MMW* and backup for *CW's* house ads. Her time is also split between processing bills, calculating monthly time sheets, handling correspondence, filing and creation and placement of recruitment advertising for CW Communications. Previously, Cyndi worked for 3M-Media Networks, in New York City as an advertising coordinator, until

*Continued on next page*

*CWCI's Sales Promotion Department*

she came to CWCI in 1983 as advertising traffic coordinator. She is a graduate of Western New England College and in her free time enjoys the Vineyard, windsurfing, sailing, skiing, tennis and is active in the Massachusetts Republican Party.

**Amy Zelermyer** is the account manager who oversees the promotional activities for *Network World*. Before joining CW in February 1981 as account coordinator in classified, she was assistant advertising manager at American Computer Group. Amy is a graduate of George Washington University in Washington, D.C. In the evenings she teaches exercise classes at Richard Simmons Anatomy Asylum and enjoys sailing and taking care of her 2 parrots and her cat.

**Patty Grant** is originally from Rhode Island, but in April 1986 she joined *CW* as an account manager and moved to Cambridge, MA. She is responsible for producing advertising and promotional material for CW's International Marketing Services. Patty is a University of Texas graduate and has worked as media planning consultant and as a media buyer. Patty is involved in the Women's Ad Club of R.I. and enjoys swimming, rowing and squash.

**Mike D'Onofrio** joined *CW* in December 1985 as ad copywriter after one and one half years as promotional writer for IDC. As ad copywriter, Mike creates copy for ads, newsletters and assorted communications. After graduating from Worcester State College in 1980, Mike was a writer and photographer on Cape Cod until he joined IDC, now Mike lives in Natick. His hobbies include surfcasting, photography and "chasing babes" and his heros include William Blake, Sam Malone and Chris Glenn.

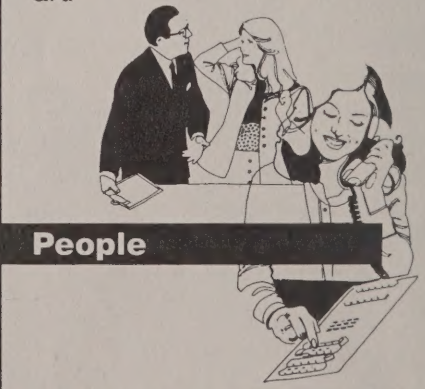
**Chris Glenn** is the production coordinator for CWCI. In this position Chris acts as department liaison responsible for coordinating all aspects of production in relation to departmental projects and also is responsible for placement and trafficking house ads in company publications. Chris moved here from Dayton, Ohio where he worked freelance for former State Senator Tom Fries and a Dayton-based sportswear firm. Chris received his B.S. in journalism from EW Scripps School of Journalism at Ohio University in 1983. Chris's hobbies include: softball, basketball, golf and swimming.

**Jan R. Bell** is account supervisor for the sales promotion department. In this position, Jan supervises a two person staff on *Network World*, *MMW*, *InfoWorld*, research and conference management accounts. Jan holds a B.A. in English/Journalism from Wartburg College, Waverly, IA. She previously served as marketing communications specialist for a high-tech distributor and an architectural/engineering firm; she has also taught high school English and journalism. Some of the hobbies Jan enjoys are camping, canoeing, cross-country skiing, sailing and reading.

**Mary Doyle** who was recently promoted from account coordinator to her present position as account manager, oversees promotional efforts for CWIMS, CW and CW classified. Prior to joining CWCI Mary was account coordinator of midwestern accounts for Epsilon Data Management in Burlington, MA and a special education teacher for Northeast Regional Vocational School in Wakefield. She is a graduate of Adams State College in Alamosa, Colorado and is now living in Wakefield. All hobbies and extra curricular activities are on hold for the moment as she is diligently renovating an old house, but in the first available minute she will go sailing!

**Patricia Collins** came to CWCI in August 1983 and worked as both a telephone sales rep, and a customer service administrator for *Computerworld's* classified department. In August of 1984 she moved to CW/CMG and worked as a conference assistant and marketing communications and production coordinator. She has now moved to sales promotion as an account manager. Pat will be working on the CW/CMG and *Micro MarketWorld* accounts. She is a 1983 graduate of the University of Maine at Orono with a B.S. in Journalism. She lives in Newton, MA and enjoys bicycling, tennis, volleyball, cooking, knitting, hiking and skiing.

**Abby Peterson-Young** is a graphic artist for the Sales Promotion Department. In her position with CWCI, Abby assists the account manager and the art director on a variety of advertising and promotional materials. After graduating from the University of Massachusetts, Boston, Abby worked on freelance design projects as a freelance artist. She lives in Waban with her husband and 3 cats. In her spare time she enjoys photography, cross-country skiing, music, theater, reading and folk art.



## People

Lots is happening at *inCider* from new faces to new babies.

**Kim Labbe**, our former ad coordinator, gave birth to a beautiful baby girl, **Courtney Faye**, weighing 8 lbs 13½ oz. on July 11. Contrary to all the bets, she was NOT a he and did not

IDG WORLD UPDATE
The Local Loop

Volume 16 Issue 33 August 18, 1986

## Entry Level Market Researchers

Entry-level positions available in data collection. Responsibility for primary research on users and vendors in information industry through telephone contact. Associate's or Bachelor's degree preferred. Previous telemarketing experience, strong desire to learn market research techniques, and interest in high-tech industry real pluses. Call or submit resume to: Dept. DL, IDG, 5 Speen St., Framingham, MA 01701 -- (617) 872-8200.

## Mail Services Coordinator

IDC has an immediate full-time opening in its mail center. Your primary responsibilities will include processing and delivering the mail, making warehouse runs, distributing the weekly internal newsletter, and many other related duties. We are looking for someone who is dependable and willing to work. Shipping experience is helpful, but not necessary. A valid Massachusetts driver's license is required. To apply, please call Pam Leslie at (617) 872-8200, ext. 317.

## Copy Editor

CW Communications, Inc.'s new weekly communications newspaper has an opening for a copy editor. Responsibilities include reading and copy editing all contributions and reading page proofs. At least one year copy editing experience required; experience on an electronic editing system is preferred, but not essential. Candidate must have an excellent grasp of the English language, including spelling and grammar, as well as a sharp eye for detail. The ability to work well under deadline pressure is essential. Knowledge of the communications industry is a plus. Please send resume and a recent writing sample to: Kathleen M. Cahill, CW Communications, Inc., Box 880, Framingham, MA 01701.

## Administrative Assistant - Computerworld Focus

CWCI has an immediate opening for an entry-level, full-time administrative assistant. You will work with the editor and staff of Computerworld Focus. Responsibilities include opening and sorting mail, interacting with readers and vendors over the telephone or by letter, taking phone messages, handling correspondence, making travel arrangements, assisting editors and reporters in story research, as well as other projects. To qualify you should be organized, detail-oriented and able to keep on top of multiple responsibilities. You should demonstrate good telephone and office skills and be an accurate typist. Interest in computers is a plus. Contact Ann Dooley.

## Part-Time Editorial Assistant

Micro Marketworld has an immediate opening in our busy Framingham office for a part-time editorial assistant to work Mon. - Fri. from 1:00 to 5:30 p.m. The position pays $7.00 per hour. The primary responsibility of the position is to assist our products editor by entering data on new products into our electronic editing system. The assistant will work closely with the products editor to learn the kinds of data MMW includes in its new product presentation. The assistant will also work with the editorial and advertising departments' administrative managers to carry out the administrative chores. This would include, but not be limited to: answering phones and directing calls to relevant personnel; sorting mail; doing some occasional filing; typing some correspondence. Candidates must be able to type very accurately and at a minimum of 40 words per minute. Candidates must also be able to quickly learn the process by which MMW composes its new product section. Candidates must also possess excellent phone skills. Send all inquiries to: Bill Laberis, editor, Micro Marketworld, Box 9171, Framingham, MA 01701. No phone calls please.

## Room Needed

Looking to share a 2 to 4 bedroom apartment in the Allston/Brighton/Newton area starting 9/1. Can spend up to $350 a month. Please contact Chris Cottle at IDC ext. 665.

## Cottage for Rent

Two-bedroom cottage with loft for rent in Dennisport, MA. Screened porch, walk to beach. $400/week. Call Valerie evenings (617) 877-3272.

## New Employee Orientations

New Employee Orientations are now going to be held once each month. The following are the dates we have scheduled. These will be held in the IDG Conference Room on the third floor, at 9:00 a.m.

| | |
|---|---|
| August 20 | Wednesday |
| September 17 | Wednesday |
| October 15 | Wednesday |
| November 13 | Thursday |
| December 17 | Wednesday |

All new employees must attend an orientation. If you have not been notified as to when you should attend, please contact the Personnel Department, Patty ext. 425 or Kelly ext. 405

weigh over 10 lbs. Kim is on leave and will return in the Fall to be assistant to **Terri Hamilton**, publisher of *inCider*.

Replacing Kim is a familiar face around CWC/Peterborough, **Mary Hartwell**, who has been with the company for over four years. She was ad sales coordinator of *80 Micro* for three years and moved on to become data processing manager in accounts receivable. *inCider* is getting an experienced and valued addition to the staff.

In addition to new babies and new staff, *inCider's* editor, **Debbie dePeyster** has promoted **Peter Bjornsen** from proofreader to copy editor. Peter has been a devoted and hard-working member of the staff for three years. If it can be typeset Peter can spec it, proof it, and edit it. We at *inCider* just call him Dr. Spec.

## News of Note

# 10th Anniversary Celebration!

When the chauffeur driven limousine pulled up to IDC's front door on Thursday, July 23 we knew it was again time for one of **Pat McGovern's** longstanding traditions. When an employee reaches their 10th anniversary he escorts them via limousine to the Ritz Carlton in Boston for lunch. Pat and **Terri LeBlanc**, product marketing manager for IDC's Financial Services Group, celebrated her 10th year with IDC in style.

You could say Terri grew up with IDC since she began her career with the company at the tender age of 16 as assistant librarian working afternoons, weekends and summers. At the time, IDC was housed in Waltham and had less than 50 employees — in fact Terri was #48. Since then, Terri has gone from part-time employment during high school and college to full-time after her graduation in 1981. She joined the company officially as manager of the information center. From there she worked briefly in marketing and then held the position of international communications coordinator for then IDC President, **John Breyer**.

*Pat McGovern and Terri LeBlanc*

In 1983 she was offered an opportunity to make a dramatic move and accepted a position in DataBase Sales for the Western Region. As a result, she packed her bags and moved to Santa Clara, CA where she lived and worked for almost two years.

The lure of the East Coast was too great, however, and she found herself returning to IDC Framingham as coordinator of online database sales and training in 1985. In this capacity she traveled throughout the country performing the dual tasks of promoting the online file and then actually instructing clients in its use.

Most recently she was promoted to sales manager of IDC's telemarketing group where she managed a sales force of 4 people. Their charter was to sell IDC's DataBase products, and research reports and in the process generate qualified leads for IDC's Information Services.

Today, Terri finds herself in the most challenging position as the product marketing manager of IDC's Financial Services Group. "In this role I feel I am making the best use of not only my educational background in marketing, but also the range of my experience within IDC. I can only look forward to what the next 10 years will bring!" Terri is currently hard at work coordinating the hospitality suite for the CDLA conference, organizing the financial services promotional brochures as well as selling IDC's services to the financial and investment communities.

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| August 19 | Lunchtime Seminar*<br>"Selecting Day Care Services"<br>IDC Boardroom<br>11:30 - 1:00 p.m. |
| August 20 | IDC Company Picnic<br>Sheraton Boxborough |
| August 31 - Sept. 1 | "The Labor Day Hustle"<br>PCWCI will be moving to their new location. |
| Sept. 3 - 4 | IDC's Vendor Group Sales Meeting<br>Ocean Edge Conference Center<br>Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin America Regional Meeting<br>Maunus, Brazil |
| Oct. 20 - 23 | CMG's Network Management and Control Conference<br>Dallas, TX |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues and Strategies"<br>IDC's 1986 Fall Executive Conference |

* If you are interested in attending, please contact Linda Bowes x554.

## Anniversaries

**One-Year**
Julie L. Cook, CWCI
Patricia A. Sanclemente, IDG
George Eric Knorr, PCW
Susan Miller, CWCI
Jeannette Noyes, LR

**Two-Year**
Christine M. Clyne, CWCI
Judith A. Durham, IFW
Elizabeth Kehn, CWC/P
Joseph G. Kerwin, CWCI
Judy Sutter, PCW
Paula M. Zinck, IDG

**Three-Year**
Carolyn Medeiros, CWCI

**Seven-Year**
Louise Myerow, CWCI

IDG
WORLD
*update*

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**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Title of article ____________________
Description: ____________________

IDG
WORLD
VOLUME 16, NUMBER 34 AUGUST 25, 1986 *update*

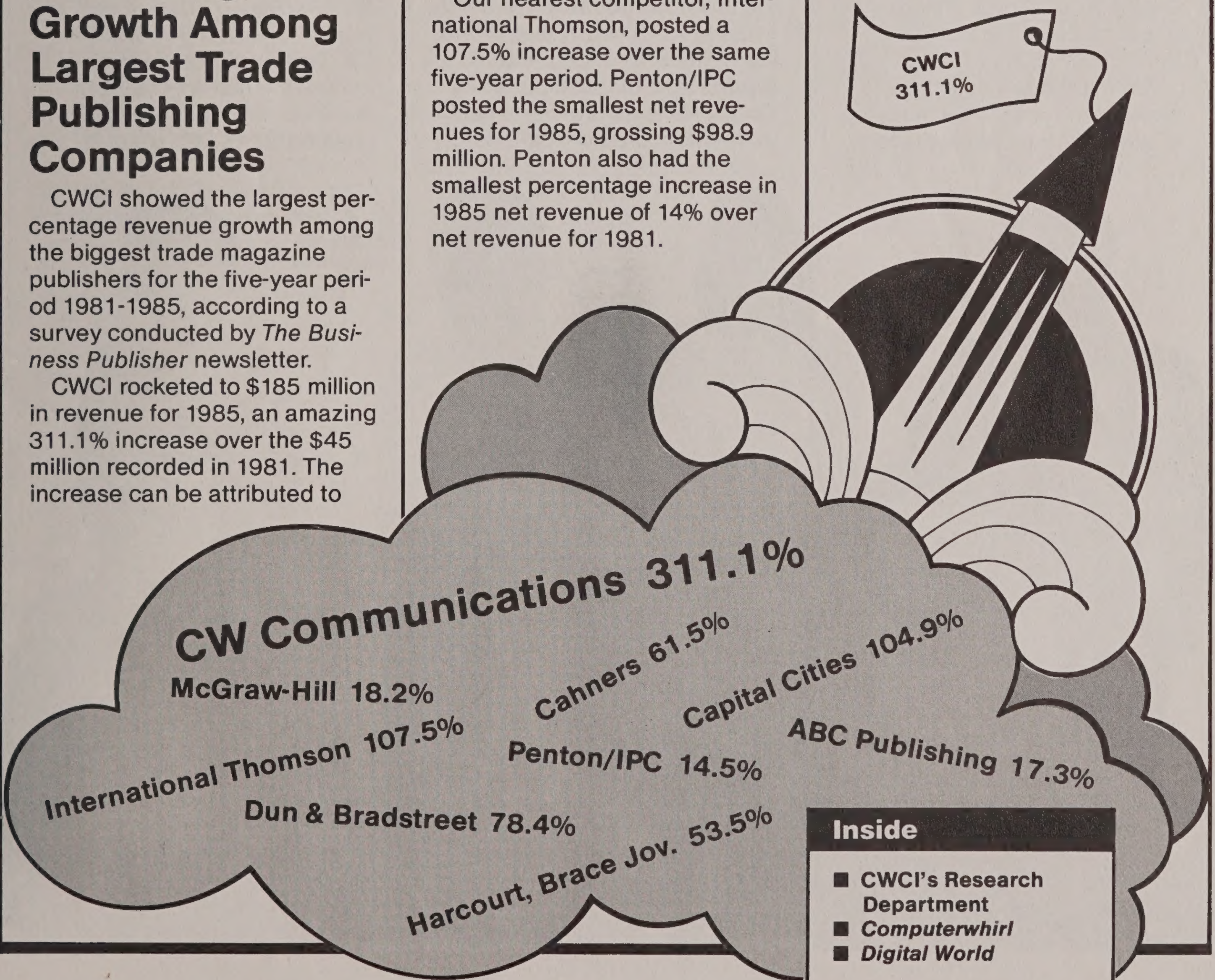
# CW Communications, Inc. Posts Top Percentage Growth Among Largest Trade Publishing Companies

CWCI showed the largest percentage revenue growth among the biggest trade magazine publishers for the five-year period 1981-1985, according to a survey conducted by *The Business Publisher* newsletter.

CWCI rocketed to $185 million in revenue for 1985, an amazing 311.1% increase over the $45 million recorded in 1981. The increase can be attributed to the extraordinary success of our microcomputer end-user publications published by CWCI worldwide. At last count we now publish 72 computer-oriented magazines around the globe.

Our nearest competitor, International Thomson, posted a 107.5% increase over the same five-year period. Penton/IPC posted the smallest net revenues for 1985, grossing $98.9 million. Penton also had the smallest percentage increase in 1985 net revenue of 14% over net revenue for 1981.

CWCI is clearly on its way to the stars! If there's life on other planets, it's only a matter of time before they too join the ranks of CWCI readers . . .


CWCI
311.1%
CW Communications 311.1%
McGraw-Hill 18.2%
Cahners 61.5%
Capital Cities 104.9%
International Thomson 107.5%
Penton/IPC 14.5%
ABC Publishing 17.3%
Dun & Bradstreet 78.4%
Harcourt, Brace Jov. 53.5%

**Inside**

- CWCI's Research Department
- *Computerwhirl*
- *Digital World*

**Profile of the Week**

### Part II:

## CWCI's Marketing—Services Group Research Department

"When a CWCI publisher wants to know how much his or her readers will be spending on computer-related equipment for the coming year, most likely the CWCI Research Department will be called in to help find the answer," says **Kathy Dinneen**, CWCI Corporate Research Director.

Like the other departments in the Marketing Services Group, each publication can choose to use or not use the services of the Research Department.

Kathy Dinneen heads the Research Department made up of eight full-time people (soon to be nine). The Department provides research services and consulting to all of the CWCI publications worldwide. According to Kathy, "The Department acts as a liaison between IDC and some of the CW publications' sales staffs by answering questions and providing computer industry data to the sales people. In addition, we write the Market & Media Facts reports for *Computerworld*."

Kathy began working for IDC in 1971 on a part-time basis. She did data file searching for new computer sites and updated existing site data. In 1973 she joined CWCI full-time as Market Research Director. At that time the position involved the tracking of advertising and competitive market share reports for *Computerworld*. Joining **Jack Edmonston's** staff of three in 1975, Kathy began writing Market and Media Facts reports for *Computerworld*. As *Computerworld* grew, and as more and more publications where added to the CWCI family, the need for research studies and market data multiplied. Today, she is responsible for managing the CWCI Research Department. Kathy is a graduate of Northeastern University. She lives in Sherborn with her family, which includes two daughters, aged 13 and 16, a dog, a cat and a horse. In her limited free time, she enjoys tennis, skiing and sailing.

As Market Research Manager, **Phyllis Wishnie** is responsible for meeting the marketing research needs of CWCI publications. She holds an M.B.A. from Babson College. Phyllis, her husband and four children live in Newton and she enjoys tennis and skiing.

**Paul Fitzpatrick** is a Computer Industry Analyst for CWCI. In 1984 Paul started out as Senior Research Analyst with IDC writing about the mini/mainframe market and from there he moved to his present position with CWCI. Paul acts as

*CWCI's Market Research Department*

liaison between CW sales people and IDC programs, he maintains information resources for CWCI publications and also publishes the monthly "Market and Media Facts." Paul has a B.S. in Marketing from Boston College and an M.B.A. from Suffolk University. Prior to joining CW, Paul worked for Honeywell for 10 years in marketing support and also spent 4 years as a captain in the Air Force. He, his wife, Rose-Marie and their two teenage children live in Millis. In his free time Paul plays volleyball, tennis and bikes, he is also a member of the Lions Club International.

**Theresa Creteau** joined CWCI's Market Research Department in February 1986. With a B.A. in French translation, from St. Mary-of-the-Woods College, it is not surprising that Theresa is an analyst for the International Computer Industry. She is the liaison between Corporate Headquarters and CWCI foreign offices responsible for the collection and dissemination of information on international computer markets. In addition, she supports the International Marketing Services Group, working closely with IDC's International Planning Service. She also established a corporate library on the international market. Prior to CW, Theresa worked for Competitive Assessment Center, researching and writing market reports on the international computer industry. She is a member of the French Library of Boston and translates French on a freelance basis. Theresa and her husband, Jerry, have a home in Nashua, New Hampshire.

**Mary Ann McAuley** started five years ago as a part-time Research Assistant, soon Mary Ann was full-time and in January 1985 was promoted to Research Project Manager. In this position, she is responsible for the flow of research studies through the research department, which includes questionnaire design — scheduling and implementation of production, specs for tab plans and report writing. Mary Ann holds an Associates Degree from Newbury Jr. College and is furthering her education at Northeastern toward a degree in Business Administration. Her family, the beach, boating and snow skiing are some of the things that Mary Ann really enjoys.

**Jane Seamans** is the Market Research Analyst responsible for strategic research for *Computerworld* and also for the management of research for CMG. Prior to CW, she worked for the Boston Company as an Assistant Portfolio Manager and also for the Eli Lilly Company as a Market Research Analyst. Jane is a graduate of Colby College and also holds an M.B.A. in marketing from Cornell Graduate School of Business. She is also on the Board of Directors of Cornell Business School Club/Boston. Jane lives in Andover with her husband Steve and a menagerie of animals; Lance, the golden retriever and 3 cats, Ramses (Abyssinian), Zeus (Himalayan) and Jasmine (mixed). In her spare time she enjoys skiing, tennis and metaphysics.

**Maureen Gannon** the Administrative Assistant for the Research Department is responsible for budgets, customer study index, schedules, time sheets, mailings and overseeing the coming and goings of the research team. Maureen lives in Framingham with her husband, five children (two daughters graduated from college in May) and a cat. In her free time she enjoys, gardening, reading, needlepoint, knitting and watching her two sons play hockey and lacrosse.

**Nancy Perciral** joined CW part-time while in college in September 1984, since that time she was hired full-time as a Research Assistant. She develops research questionnaires, writes final reports and is responsible for the data analysis for the monthly High Tech Advertising Report. Nancy is currently working to complete her B.S. in Business Administration and anticipates graduating in 1987. She enjoys spending weekends at the Cape with her husband and child, playing tennis, swimming and sailing.

## Mark Your Calendar

Each week IDG WORLD Update will publish a Calendar of Events listing our worldwide activities. If you are planning a meeting, conference or event please submit the title, date, place, and contact name and phone number to Nina Ricci, IDC Framingham.

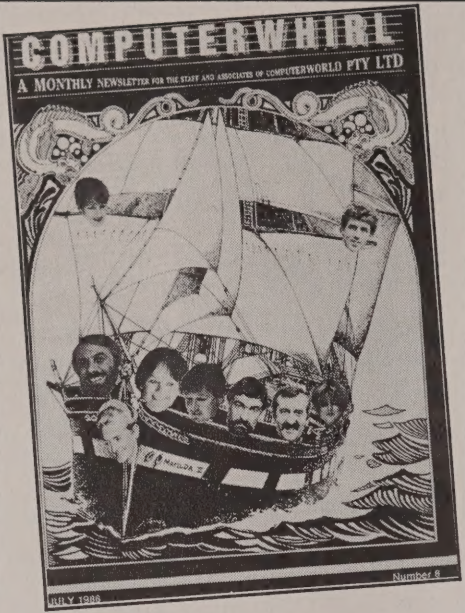
| | |
|---|---|
| August 31 - Sept. 1 | "The Labor Day Hustle"<br>PCWCI will be moving to their new location. |
| Sept. 3 - 4 | IDC's Vendor Group Sales Meeting<br>Ocean Edge Conference Center<br>Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin America Regional Meeting<br>Maunus, Brazil |
| Sept. 25 | IDC Benelux Seminar<br>Amsterdam |
| Sept. 26 | IDC Benelux Seminar<br>Brussels |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues and Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |

## News of Note

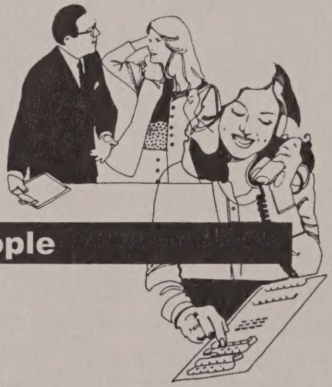
IDC Benelux has organized two seminars in Amsterdam and Brussels. The seminar in Amsterdam will be held on September 25, 1986 and in Brussels on September 26, 1986. Among the speakers are **Aaron Goldberg** of IDC, United States; **Andy Bose**, LINK Resources, New York; **Philip de Marcillac**, **Kate Brown** and **David Sedgewick**, IDC Europa, London and **Peter Jansen** of IDC Benelux, Amsterdam who will present the report concerning the Dutch and Belgian PC markets.

COMPUTERWORLD EXTRA
DIGITAL WORLD
AUGUST 1, 1986
Frank Wroe — flying high
Piloting Digital Equipment Corporation (Australia) to continued solid growth
DEC

Following the success of *IBM World* in April, *Computerworld* Australia has published *Digital World*, a 48-page four color examination of Digital Equipment Corporation's presence in Australia. The publication coincides with the 25th annual meeting of the Australian DECUS user group. *Digital World*, published both as a solus issue and as a subscriber-only supplement to *Computerworld*, was produced almost entirely form local resources under the direction of Publisher **Susan Coleman** and Editor **Mike Harrison**.


COMPUTERWHIRL
A MONTHLY NEWSLETTER FOR THE STAFF AND ASSOCIATES OF COMPUTERWORLD PTY LTD
JULY 1986
Number 8

We have come to find out that the IDG WORLD Update is not the only company newsletter! *Computerwhirl* is published about four times a year for the staff members, contractors and contributors at Australia's Computerworld Pty Ltd. *Computerwhirl's* Publisher is **Alan Power**, Editor, **Mike Harrison** and Design and Assembly is the job of **Susan Arbouw**. They also have many additional contributors who make this newsletter interesting and fun to read.



## People

On August 1, 1986 **Pim Bilderbeek** of IDC Benelux took his new position as Market Information Services Manager. Pim, a Dutch native, recently completed his M.A. studies in English linguistics and literature, Spanish and Information Theory at the University of Amsterdam. In his spare time he enjoys guitar playing, reading and traveling.

**Julius ("J") Jones** was recently promoted to Director of Federal Programs for the Information Systems Strategy Group (ISSG). "J" has been with IDC for just over a year as Manager and then Director of the Procurement Information Management Service (PIMS). He has done an excellent job in marketing, research, and client service for PIMS. In his new position he will extend his skills to all focused market research on the federal government for the Information Systems Strategy Group. He will also provide management guidance and support to the Federal Data Service (FEDS).

The Information Systems Strategy Group is also pleased to announce the promotion of **Arline Clements** to Director of Operations. Arline has been with IDC for four years starting as Executive Assistant in 1981. In 1983 Arline became Operations Manager, where she managed correspondence, financial reporting, and sales and travel schedules as well as the collection of government contracts, and general office management. In 1984 Arline took a year off to have her daughter, Lauren, and rejoined IDC in 1985 when she resumed her former responsibilities undaunted!

Australian *PC World* is now up to full strength with the appointment of three editorial members, Associate Editors, **Jonette Lofting** and **Debra Mayrhofer**, and Production Editor, **Leanne Gibson**.

Debra joins the company from public relations, having been head of the PR department at Sydney College of Advanced Education for the last six months. She was previously with a science magazine in the national capital, Canberra. Debra will be based in Sydney.

Jonette, who is based in Melbourne, has a 10-year career in print and radio journalism.

She is a keen diver and managed her own diving company in the remote NW of Western Australia, which is one of the major offshore oil bearing areas of the continent. She holds a BA in Communications.

Leanne, who is a New Zealander, started her journalistic career with a provincial daily newspaper in her home country. She then moved to an Auckland-based Sunday paper as an entertainment reporter. She then traveled the world for more than two years, and furthered her career substantially in London as a copy editor with the prestigious Financial Times. Her hobbies include "avid book reading."

## In Addition

**Elaine Rabinow** joined CW in January 1982 as the Art Director for the Sales Promotion department. She oversees the design and direction of the sales promotional materials. Elaine is a graduate of the University of Massachusetts with a B.A. in Art Therapy. Prior to joining CW she was Art Director for Dimensions, a national chain of clothing stores. Recently, Elaine took some time off from her busy schedule at CW to bring her new son, Benjamin into the world - Congratulations! In her spare time she enjoys cooking, knitting, swimming and taking care of her new family member.

*inCider* has added **Sandy Fibish** to its staff as the Southwest Sales Manager. Sandy was vice president of sales and marketing for Graphics Channels and was the western sales manager for Pennwell Publishing prior to his new position with *inCider*.

## Tips & Techniques

# Staying Close to the Customer

Graduates of the **David Brown** school of "client services" at IDC realize that staying close to the customer means treating every client as if they are #1. Because a great portion of IDC's product is delivered via the phone, the personal interaction between the client service representative and the customer is a major factor in IDC's long-term success.

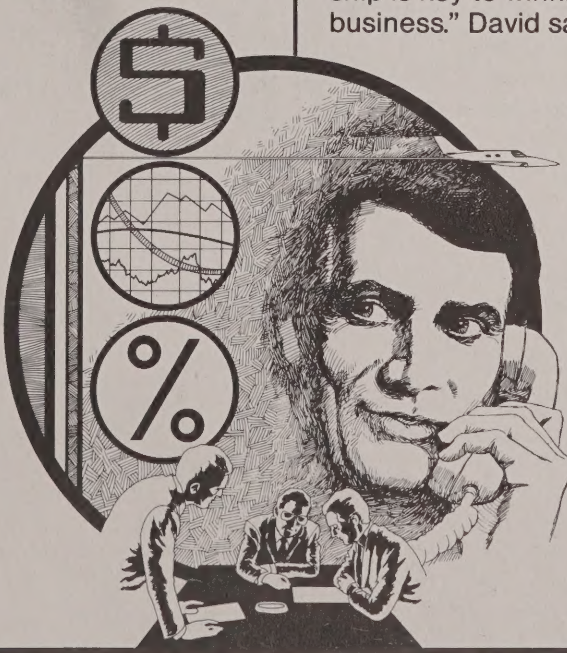
According to David, "What we try to do at IDC is impress upon the client that we are part of their organization — a member of their team." David has been with IDC for 5 years and today he is Manager of Client Services for the Computer Market Planning Services.

Once a week David's group meets to discuss interesting inquiries and share their experiences interacting with clients. This helps them avoid duplication as well as stay on top of changing client needs.

In order to successfully handle the telephone inquiry load, the client service representative must be able to skillfully use the full complement of IDC's resources. David explains, "You have to be willing to go above and beyond the call of duty to find an answer to even the toughest question." In addition, he noted the unique blend of qualities that IDC's clients services representatives possess; they must be task oriented, organized and genuinely like working with people.

Their dedication pays off in the long run. There are many examples of customers who have left a company and insist on purchasing IDC once they assume their new position. David knows of one client, who when she was changing jobs, stipulated in her contract that she be able to purchase IDC services. Often former clients who can only choose one market research firm choose IDC. According to **Priscilla Douthit**, Market Research Analyst, Micro Data Base Systems, "Working for a company with a smaller research budget made it especially important that I select a service that would provide MDBS as much value as possible for the dollars spent."

"The personalized attention we provide our customers is one of the major differences between IDC and our competitors. The one-to-one relationship is key to winning the business." David said.



## Anniversaries

**One-Year**
Janell Marie Brown, IFW
Frank S. Genovese, CWCI
John T. Hricko, PCW
Karlyn M. Kilroy, IDC
Laura Stoll, PCW

**Two-Year**
Charles Babcock, II, CWCI
Denise M. Langhaar, CWCI
Steven C. Moore, CWCI
Raymond J. Petsche, PCW
Kaye Sharbrough, IFW

**Three-Year**
Frances A. Benedict, IDC
Mitchell J. Hayes, CWCI
Shawn Laflamme, CWC/P

**Five-Year**
Cynthia Puig, IFW

**Nine-Year**
Jeffry Beeler, CWCI
Kathy Doyle, CWCI

**Twelve-Year**
Ann E. Dooley, CWCI

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
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Mary Dolaher
Lisa Morse
Susan Perry
Christine Scheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ______
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Title of article ______
Description: ______

IDG WORLD update

VOLUME 16, NUMBER 35 SEPTEMBER 1, 1986

# IDC Positions Itself for Growth in '87 and Beyond

IDC's company-wide meeting held on August 14 focused on the recent reorganization and its long-term effect on IDC's position in the marketplace.

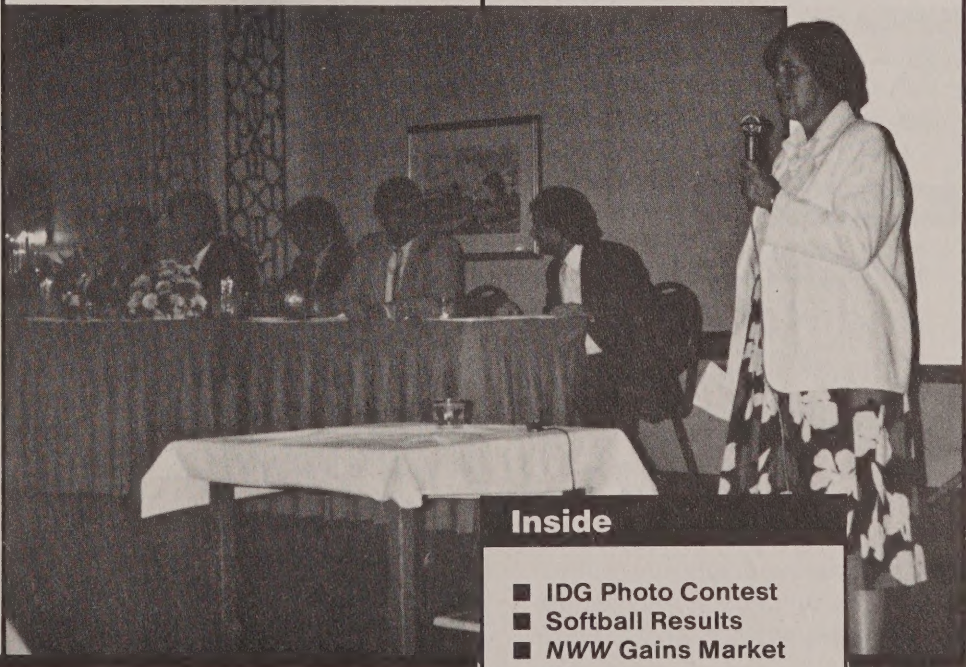
IDC is now divided into 5 Business Units, each designed to meet the market research requirements of specific segments of the information technology marketplace. According to **Walter Boyd**, Chief Operating Officer at IDC, "By aligning our resources to focus on targeted groups of information buyers, we can hone in on their specific needs and respond immediately with products that fit their requirements. The end result is a flexible structure that can be more responsive to changes in the marketplace."

Chairman **Patrick McGovern** opened the meeting with a presentation on IDG's worldwide organization and corporate philosophy. He emphasized IDG's 10 corporate values quizzing individuals in the audience asking them to name them and explain their importance.

He was followed by presentations given by the individual Business Unit leaders: **Nancy Scull**, Consulting Services; **Charlie Greco**, Financial Services; **Marina Young**, Information Systems Strategy Services; **Bill Ford**, Information Industry Services; **Joe Levy**, Publishing Services and Corporate Marketing and **Tom Willmott**, Research and Analysis Group.

Each outlined the organization of their departments and described their goals for the coming months. Tom Willmott also announced changes in the structure of his group naming **Dave Moschella**, Vice President, Systems Research; **Kim Myhre**, Vice President, Communications and Distributed Applications Research; **Tim Caffrey**, Vice President, Special Projects; **Ken McPherson**, Director, Market Analysis; **Frank Gens**, Vice President, Technology Management Research; **Larry Bishop**, Director, Operations and **Aaron Goldberg**, Vice President, Microcomputer Program Development.

Walter Boyd closed the meeting with an update on Project X and its ultimate effect on worldwide data access for research and analysis purposes. He also encouraged the continuation of cooperative ventures between CWCI and IDC to better position the corporation as a whole as we head toward the $1 billion mark and 1990.



*Nancy Scull, IDC's Vice President, Consulting Services, addresses company meeting.*

**Inside**

- **IDG Photo Contest**
- **Softball Results**
- ***NWW* Gains Market Share**

# 16 Countries/ 4 Continents Together in Copenhagen

CWCI and IDC recently hosted a joint meeting in Denmark which united IDG managers from 16 different countries. **Walter Boyd**, IDG President, chaired the meeting which provided a good opportunity to strengthen cooperation between the two companies.

In addition to the business aspects of the meeting, there was also time for the attendees to relax and enjoy each other's company at a dinner party in one of Copenhagen's most well known attractions — the Tivoli Garden.

The same week *Computerworld* Denmark A/S hosted the CWCI European Managers Meeting in Copenhagen. This meeting was chaired by the CWCI AT Team from the Framingham headquarters. (At CWCI Denmark, the AT Team stands for **Axel** and **Tom**).

Speakers included: **Kathy Dinneen** from CWCI Corporate Research, who gave a seminar on research studies; **Nancy Merritt**, who gave a pep talk about creative subscription acquisition for publications in the future and **Jeff Cordeiro**, who gave an update on new procedures for MIS/DP.

**News of Note**

# Eric Hippeau and Ney Seara Kruel Visit CWCI Headquarters

The week of July 28, **Eric Hippeau**, new President of Popular Computing, Inc. and former Vice President/Latin America, and his successor, **Ney Seara Kruel**, recently named General Manager of CWCI/Latin America, visited the CWCI Framingham headquarters to meet with top CW executives about future plans for both *InfoWorld* and Latin American operations, and to be updated on the changes that have occurred recently at CWCI. Discussions with **Walter Boyd, Axel Leblois, Tom Casalegno** and others centered on company objectives and how to meet them.

# CW Brazil Honors First Ten-Year Employee

CW Brazil celebrated the 10-year anniversary of its first employee with a luncheon at a well-known restaurant in Rio de Janeiro at the end of June. Joining in the celebration were (left to right) **Yara Nino, Ney Seara Kruel** (recently named General Manager for CWCI/Latin America), **Marilena Maia, Luiza Leite, Eric Hippeau** (new President of Popular Computing, Inc. and former CWCI Vice President/Latin America), **Feliciano Martins Da Silva** (honoree), **Claudia Bensimon, Nilcimar Laino, Alice Ramos, Sinval Silva** and **Anselmo Oliveira**.

*The Staff of CW Brazil*

NETWORK WORLD

DCA puts local net teeth into Irma links

Tax bill a threat to user wallets

Stay tuned: Corporate broadcasts receive high rating

TCP/IP future at stake

Vendor, user confab to propose Netbios link

# *Network World* Gains in Share of Market

Congratulations to the staff of *Network World*! For the third month in a row *Network World* increased its share of communications advertising. After only 15 issues, *NWW* commanded a 13.6% share of ad pages. Compared to *Communications News*, with its 15 years in the business, *Network World* is close to surpassing their 14% share of the market. The nearest competitors are *Telecommunications Magazine* 9.8% and *TP&T* with 4.9%.

## Sports Beat

# CWCI Softball Team Reigns Victorious

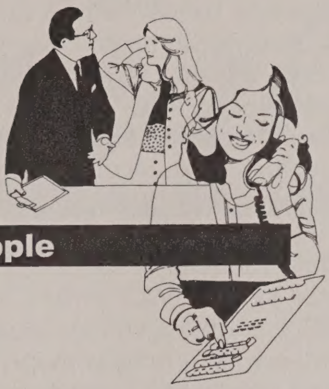
The CW Communications, Inc. Swamp Rats softball juggernaut picked up additional momentum last week by pulling out a 9-8 come-from-behind victory over Unitrode of Watertown. The Swamp Rats upped their record to 13-2.

CW's men and women of summer have played near flawless ball throughout the season and have outscored their opponents by more than a two-to-one margin, (218-108 runs).

The CW Swamp Rats took both games from the IDC/IDG Brewers again this summer, this year by scores of 12-7 (game one) and 18-12 (game two). In the much-ballyhooed CW-IDC/IDG rematch on 7/17, **Bob** Wallace (*MMW* Ed.) went 4-for-4. **Chris Glenn** (CW Promo.) and **Peter Kelly** (CW Prod.) each went 3-for-4 in the contest. First baseman **Jay Novack** drove in five runs and shortstop **Glenn Rifkin** knocked in four CW runs in the seven-inning game.

The Swamp Rats sent 12 batters to the plate in the first inning and came away with nine runs. The CW squad sent 10 batters to the plate in the second inning, producing six additional runs, which staked the Swamp Rats to a 15-5 lead. The Swamp Rats tallied twice in the fifth and once in the sixth for the 18-12 final.

Also figuring prominently in the CW victory were **Carolyn Novack** (CW ROP), **Mike D'Onofrio** (CW Promo.), **Eddy Goldberg** (CW Ed.), and **Trish Gaudette** (CW Prod.). Other Swamp Rats regulars include **Rich Priant** (CW Circ.), **Jim Brown** (*NWW* Ed.), **Colleen Garland** (CW Class.) and **Ann Bartolotti** (*MMW*).



## People

After three years of managing *Computerworld's* Advertising Department and a total of seven years with *Computerworld*, **Anne Hadley** is joining the new *Digital News* staff. Anne will be greatly missed, not only by the sales staff and her department, but also by those who have worked closely with her over the years. We all wish her the best of luck in her new position.

**Carolyn Novack** has been promoted to the position of Advertising Display Manager. Having joined *Computerworld* in 1983 as Advertising Coordinator, Carolyn has done a superb job for *CW*. Her dedication and hard work have definitely earned her this well-deserved promotion. Please join me in congratulating Carolyn who assumed her new position on August 15, 1986.

**Rosemary Kraemer** has joined *PC World* in the Paramus office as Advertising Sales Assistant to **Jeff Edman**, Eastern Advertising Manager. Rosemary's hobbies are music and sewing. Prior to coming to *PC World*, she was secretary for the Borough of Maywood, New Jersey.

**Paul Korzeniowski** has been promoted from senior writer to Senior Editor of *Network World*. In his new position, Paul will continue to manage the Data Delivery section and work with staff writers and the new products editor.

## Positions

Special Projects Manager - *Network World*

*Network World* has an opening for a Special Projects Manager. This person will be responsible for producing vertical sales tools — to spearhead the initial and on-going development of sales ammunition: to document and promote *NWW's* coverage of key technology markets; to overcome specific sales objections; to cultivate new advertiser bases; to undermine competitive strengths and capitalize on competitive weaknesses.

Secondly, this person will promote special issues: responsible for timely execution of promotion ad sales support information in response to specific issues; will include coordination with and supervision of support departments as well as compilation of sales hit lists from internal and external sources such as editors, conference management group, directories, sales staff. And thirdly, this person will assist in sales call preparation — once the above is setup and running, and as time permits, this person will be required to help individual district managers prepare for target account presentations.

This position reports to the publisher and requires a person with prior experience in sales support function, especially advertising sales; a sharp, analytical mind; clear, snappy writing style; ultra organized; able to work under pressure, meet deadlines that others would usually scoff at.

Contact Doug DeCarlo, Publisher, *Network World*.

**Profile of the Week**

### Part III:

## CWCI's Marketing Services Group - Direct Marketing

"We're a direct marketing agency working for a number of CWCI publications, including *PC World*, *Computerworld*, and *InfoWorld*", said **Gail Odeneal**, Corporate Director, Direct Marketing Services.

Direct Marketing Services along with Sales Promotion and Research is part of the Marketing Services Group headed by **Jack Edmonston**, Senior Vice President. Currently, 17 full-time employees work in Direct Marketing, which has been considered an in-house agency since 1983.

Gail Odeneal explains, "The primary promotional vehicle we use is direct mail, with 15 million pieces being mailed in 1986 alone." She continues, "We also get involved in attendee promotions for the Conference Management Group and the MacWorld Expo. Another function is to manage the list rentals for six CWCI publications and the master data base for all CWCI publications."

As with all Marketing Services departments, publications can choose to use the department's services or not.

Gail Odeneal, Corporate Director, joined CWCI in April 1982, she manages the department, works directly with in-house clients and oversees the list rental division. Prior to joining CWCI, Gail worked as Direct Marketing Manager for an educational publisher. She has a B.A. degree from Skidmore College and a M.ED. from the University of New Hampshire. She and her husband live in Boston.

**Donna M. Kozak** is the department's List Rental Coordinator, she maintains the order processing of subscriber files to CW's publications. This also encompasses sales, telemarketing and news releases concerning list rentals. Donna is a graduate of New Hampshire College with a B.S. degree in Marketing. Prior to CWCI, Donna worked for Morgan-Grampian Publishing as the advertising production supervisor and also for List Technology Systems Group as an Account Group Supervisor. She lives in Woonsocket, R.I. and enjoys painting, sewing, softball, fishing, tennis and camping.

**Janet Reilly** joined CWCI in May 1983 as Marketing Manager and in January 1986 was promoted to her current position as Group Marketing Manager. As Group Marketing Manager, Janet develops list promotion strategies for all CWCI publications (except those in Peterborough), Conference Management and Mac Expos. She also works on the computer modeling of direct marketing campaigns. Janet is a 1977 cum laude graduate of Hunter College and previously worked for New York Management Center as a Market Manager. Her hobbies include sunning, photography, movies, riding her bicycle, aerobics, Lotus 1-2-3 and Symphony, Bruce Springsteen and lobster.

**Barbara Bannon**, the Print/Production Manager, coordinates the printing and mailing of all direct mail campaigns for all publications. Barbara is a graduate of Franklin and Marshall College with a B.A. in English. Prior to her work with CWCI she was a Print Buyer for *INC. Magazine*. She lives in

*CWCI's Direct Marketing Department*

IDG
WORLD UPDATE

# The Local Loop

Volume 16 Issue 35 September 1, 1986

### Part-Time Assistant

CW Communications, Inc. needs someone to work part-time in its very busy Research Department. Typing skills along with some office experience required. Duties will include coding questionnaires, working on a CRT, some typing, answering phones and other clerical duties as needed. Hours are flexible and vary depending on workload, but will probably average 15 hours per week. To apply, please contact Nancy Percival at (617) 879-0700 x 540.

### Administrative Assistant for ISB

International Data Group has an immediate opening for an Administrative Assistant in the Information Services Bureau. We are looking for someone with high level administrative secretarial skills, including excellent general communications aptitude and the ability to work well under pressure, while maintaining a sense of humor. A large number of projects will be simultaneously starting, finishing and in process, so that the abilities to hold to schedules, readjust priorities and follow through will be valuable characteristics. A general knowledge of computers would be advantageous. Interested candidates should submit their resume to Sandra Young, c/o IDG, P.O. Box 9192, Framingham, MA 01701.

### Assistant Editor

Computerworld Focus is looking for an Assistant Editor to work with the Managing Editor in the copy editing and production process. On a monthly cycle, the job includes copy editing, layout of the publication, getting pages through production, writing headlines, and participating in the design and art planning for each issue. You will also act as a backup to the Managing Editor. The qualified candidate should have a minimum of one to two years experience as a copy editor on a newspaper or magazine and have knowledge of a newspaper production process. Knowledge or interest in the computer industry and Atex experience is a plus. Qualified applicants should send resumes to Lory Zottola, Managing Editor, Computerworld Focus.

### Sales Representative

Network World is seeking a field sales representative based in the Natick, MA office. Qualified applicants should have experience in print advertising sales with a strong emphasis in new business acquisition and service. Knowledge of the communications industry and a strong desire to succeed in a highly competitive marketplace also required. Interested applicants should call Robert P. Pavone, National Sales Director, CWCI, x 428 or forward your resume to him at Network World, CWCI, Box 9171, 375 Cochituate Road, Framingham, MA 01701-9171.

## Regional Advertising Coordinator

CW Communications, Inc. has an immediate opening in the Display Advertising Department of Computerworld for an Advertising Coordinator. This positions involves the following: general coordination of all advertising functions between clients, agencies, regional sales offices, and our production and billing departments; heavy telephone contact with clients, agencies and regional sales offices; customer service and correspondence; sales support; scheduling and confirming of advertising orders - includes systems entry; processing and disposition of all advertising material; fundamental typesetting on the system. We are looking for a well-organized, detail-oriented person, with a good professional manner, good communication skills, and the ability to work under the pressure of deadlines. Advertising and computer experience is preferred. To apply, please send your resume or a detailed letter to Carolyn Novack, Display Advertising Manager, CWCI, Box 9171, Framingham, MA 01701-9171.

## Mail Services Coordinator

IDC has an immediate full-time opening in its mail center. Your primary responsibilities will include processing and delivering the mail, making warehouse runs, distributing the weekly internal newsletter, and many other related duties. We are looking for someone who is dependable and willing to work. Shipping experience is helpful, but not necessary. A valid Massachusetts driver's license is required. To apply, please call Pam Leslie at (617) 872-8200 x 317.

## Roommate Wanted

Seeking non-smoking female to share comfortable 2 bedroom apt. in Brighton. Second floor of two-family--living room; dining room/kitchen; hardwood floors; small deck; coin operated laundry. Close to Storrow Dr. and easy access to Mass Pike. Available Sept. 1. $215.00/month plus utilities. Call Maureen at CWCI x 598 or 782-1878 nights.

## 2 Roommates Needed

One on Oct. 1., another on Nov. 1. Spacious, sunny 4 bedroom apartment in Arlington, near Arlington/Cambridge line. Upper two floors of a 3-story house. Nine rooms total, plus back porch and yard. In quiet neighborhood, across the street from Spy Pond. 25-30 minutes to IDC/CWCI area. $325/month. Call Mark Pine at IDC x 219, or 648-4363.

## Ski House in Vermont

I am currently looking for skiers interested in sharing a ski house from Nov. 1, 1986 through May 1, 1987 in Ludlow, Vermont. The house is located on Okemo Mountain, and is about 1/2 hour from Killington and about 2-1/2 hours from Boston. There will be nine shares for $600 per person, which includes a $50.00 deposit and all utilities except phone charges. Anyone interested, please call Pat Collins at CWCI x 359 or in the evenings at 969-9203.

Charlestown, and enjoys reading, movies, Dire Straits, aerobics and Joe Kennedy's congressional campaign.

As List Manager, **Deb Goldstein** is involved with marketing and sales of CW lists and is also the liaison with the American List Council, who manages the CW Database. Prior to this position, Deb was List Manager at Morgan-Grampian Publishing. She is a graduate of the University of Massachusetts - Amherst. Deb's free time is spent pursuing jewelry design and fabrication.

**Andrea McCarthy** joined CWCI in July 1986 as an Administrative Assistant. She provides support services for the Corporate Director and the Account Coordinator. Andrea graduated from Boston University in May 1986. Her hobbies include: kayaking, camping, hiking, fly fishing, tennis and reading. She is also a volunteer for Senator John Kerry and is an active BU Alumni.

**Pauline Smith** is the Marketing Coordinator and handles list acquisition, merge/purge programs and tracking of results for *Computerworld* and their CWCI publications. She graduated in 1982 from Assumption College and is a 1988 MBA candidate at Babson College. Pauline enjoys sports, writing, reading, beaching, tennis, dancing and politics – she is a campaign worker for Joe Kennedy. Pauline is also active in the Assumption College Alumni Association.

CWCI employed **Martha Watjew** as Assistant Production Coordinator in February, 1986. She assists the print/production buyer in scheduling, quoting and reviewing direct marketing pieces and assisting in the paste-up department. Prior to this position she worked for Morgan-Grampian Publishing as Advertising Production Manager. Martha is a 1980 graduate of Northeastern University.

**Kathy Carney** joined CWCI in February 1986 as Circulation Coordinator for CW Communications International News Service. In July 1986, she moved to her current position as Account Coordinator for Direct Marketing. She previously worked for *Sail Magazine* as Circulation Analyst. Kathy has a B.A. in English from Nasson College and a M.A. in English from Middlebury College/Oxford University.

**Karen Mandell** is the Graphic Designer for this department. She is a graduate of the University of Bridgeport and lives in Natick with her 2 children.

Account Coordinator, **Jennifer Biggie**, is involved with the production and analysis of *Micro MarketWorld* and *PC World* direct marketing campaigns. She is a graduate of Hobart and William Smith Colleges. Jennifer previously worked for Reply-O-Letter Company as a salesperson. She enjoys skiing, white water rafting, running and knitting.

**Jonna Yager** is an Account Manager responsible for attendee promotion of MacWorld Expos, Communication Networks, NM/TC and Computer Publishing World Expos. Jonna lives in Natick with her 11 year old daughter Peri.

**Mary Moran** is Account Manager for the *Computerworld*, *Macworld* and *Publish!* accounts. She acts as client liaison and also works on planning and budgeting for these accounts. Prior to this position with CWCI she worked for the University Seminar Center as Manager of Account Services and prior to that was Director of Public Relations at Butler Hospital in Providence, R.I. Mary lives in Newton and enjoys photography.

**Teresa Hoffman** began working for CWCI in March 1984 as a Direct Marketing Assistant in the list rental department and in November 1985 was promoted to Marketing Coordinator. She is responsible for ordering and tracking mailing lists for Framingham and California publications such as: *PC World*, *Macworld*, *InfoWorld*, *Computerworld*, *Publish!* and *Digital News*. Teresa worked for Stone & Webster in their computer department prior to her employment with CWCI. She graduated from the University of Massachusetts - Amherst in 1982. She and her husband, Buzz live in Milford and she enjoys photography, camping, canoeing, swimming and sewing gifts for her six nieces and two nephews.

## Mark Your Calendar

Each week IDG Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| August 31 - Sept. 1 | "The Labor Day Hustle"<br>PCWCI will be moving to their new location. |
| Sept. 3 - 4 | IDC's Vendor Group Sales Meeting<br>Ocean Edge Conference Center, Brewster, MA |
| Sept. 3 - 6 | First CWCI Latin America Regional Meeting<br>Maunus, Brazil |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues and Strategies<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Nov. 24 - 25 | IDC's International Executive Conference<br>The Loews Hotel - La Napoule<br>Cannes, France |

## Anniversaries

**One-Year**
Deborah E. Bates, PCW
Julie J. Blelock, LR
Marsha Lindsey, IDG
Raju Mansharamani, LR

**Two-Year**
Hollis A. Brush, PCW
Frank Cutitta, CWCI
Ira Jack Dahm, IDG
Susan Kim Larson, CWCI
Frank Wielki, CWCI

**Three-Year**
Nancy A. DiPalma, IDC
Joan Pinsky, CWCI

**Five-Year**
Susan Donohoe, CWC/P
Kim Myhre, IDC

**Six-Year**
Cornelia Taylor, CWC/P
Nancy G. Thayer, CWCI

**Seven-Year**
Maureen Nicole, CWCI

**Fifteen-Year**
Eileen G. O'Brien, IDC
Nancy Scull, IDC

IDG WORLD
update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Scheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

# The 1986 IDG International Photo Contest Is On

The annual IDG Photo Contest is under way. After two successful contests resulting in beautiful full-color IDG calendars, we are looking to reach even greater heights this year. So dust off your cameras, load up some film, and get snapping. Here are the rules:

1. Only IDG employees in the U.S. and around the world are eligible. Sorry, no family members or friends may enter. We encourage international entries and want to see many more photos from abroad than we have in the past.
2. You may submit both black and white and color photos. Slides or prints are acceptable. If you send a print and it is chosen as a winner, it would be extremely helpful to the production process if you had the original slide or negative.
3. Two entries per person will be accepted. Please make sure your name, title, department, publication, country, and phone extension are on or attached to each photo. We will return all photos as soon as possible, but we cannot be responsible for photos lost in transit. Don't worry — our track record is superb.
4. A panel of three judges will be selected to evaluate and choose the winning photos. There will be 12 winning photos, and each will be assigned to a month on the calendar.
5. The theme is open and the judges will look for creativity, photographic quality, and imagination. Take a good look at the 1986 photo calendar to get some idea.
6. Send your entries to Patty Faherty, CWCI. All entries must be received by September 15, 1986. Winners will be notified immediately and the judge's decision will be final. If you have any questions, call Patty Faherty, CWCI, (617) 879-0700, x577.

Good luck!!

# IDG WORLD *update*

VOLUME 16, NUMBER 36 SEPTEMBER 8, 1986

## LINK Resources Celebrates 10th Year

IDC subsidiary, LINK Resources, had several reasons to celebrate last month! In addition to moving into their brand new office space at 79 Fifth Avenue in New York and finalizing their largest client contract to date, they also celebrated their 10th anniversary.

Over 35 LINK employees gathered at New York's Windows on the World on July 7 to reminisce about their experiences over the last 10 years.

**Haines Gaffner**, the Founder and current President of LINK Resources, opened the luncheon with a brief history of the company. He also shared his own perspective, "Over the last 10 years we have assembled a very talented group of individuals. Our success can only be attributed to their hard work and dedication." Haines closed his speech by asking each staff member to address the group and express their feelings about the organization.

Special recognition was given to the "Old Media Group", comprised of three year and longer veterans. Among the group members were **Haines Gaffner, Diane Gamble** Vice President and General Manager and **Peggy Fisher** Director Client Services who are celebrating their 10th year with the company.

LINK's next 10 years are off to a running start as they prepare to produce the monthly newsletter, *CDI News*, for Philips Publishing. **Laura Berland** Director of Marketing, commenting on its progress, "We have found the IDG international network of analysts and publishing whizes instrumental in producing the first *CDI News*. We hope to continue drawing upon their expertise in the months ahead."

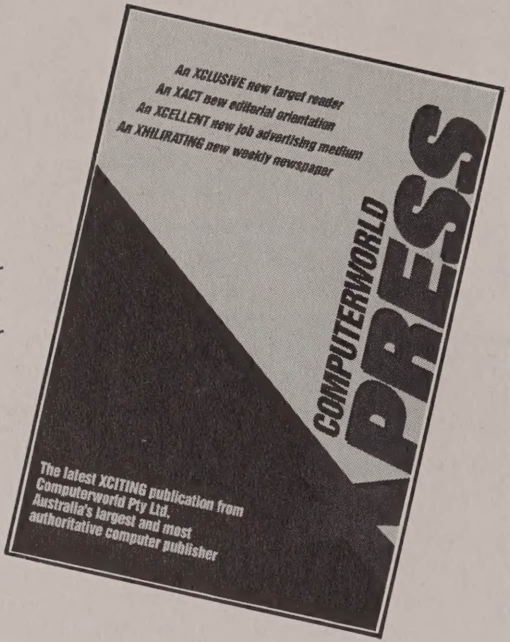
*Editor's Note: CDI News will be produced entirely on the Macintosh using Pagemaker software. Look for an update on its progress in Tips and Techniques*

*LINK staff members celebrate their 10th anniversary.*

**Inside**

- Art Shields Named V.P. Marketing
- IDG Photo Contest

# IDC Acquires Leading Industry Newsletter


An XCLUSIVE new target reader
An XACT new editorial orientation
An XCELLENT new job advertising medium
An XHILIRATING new weekly newspaper
COMPUTERWORLD
PRESS
The latest XCITING publication from
Computerworld Pty Ltd.
Australia's largest and most
authoritative computer publisher

IDC Australia has reached an agreement to acquire *Systems User and Management* — the leading Australian computer industry weekly newsletter.

In its sixth year, *Systems User and Management* is a publication in the Specialist Newsletter group of Sydney. It is aimed at computer users, vendors, programmers, retailers and original equipment manufacturers.

According to **Len Rust**, the Managing Director of IDC Australia, "*Systems User and Management* has built an excellent reputation for providing subscribers with the latest news and analysis of major events shaping the information technology sector."

*System User and Management* will continue to be edited by its Founder and Publisher, **Norman Kemp**. Under the new arrangement it will now have access to the international news gathering and analysis resources of IDC.

Len Rust said, "The plan is to use *Systems User and Management* as the springboard of a series of similar publications in the Asia/Pacific region." IDC is a major publisher of computer industry newsletters in the People's Republic of China and Japan as well as elsewhere throughout the world.

The editorial and subscription services of *Systems User and Management* will be relocated to IDC's offices at 56 Berry Street, North Sydney, NSW 2060.

## News of Note

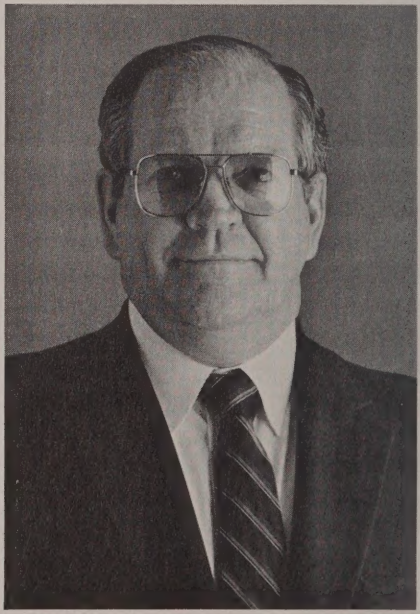
# Art Shields Named V.P. Marketing for Popular Computing, Inc.

**Arthur R. Shields**, Publisher of *Micro Marketworld*, has been given additional responsibilities as the Vice President of Marketing at Personal Computing, Inc. (PCI) in Menlo Park, California, which publishes *InfoWorld*. He will report to PCI President **Eric Hippeau**.

This newly-created position reflects the decision by CWCI management to make *Micro Marketworld* part of PCI, and, in doing so, to develop a strong PC publication division in Menlo Park. *Micro Marketworld* is written for volume, "value-adding" resellers and *InfoWorld* for the volume, multi-unit buyer of microcomputers. This natural synergism, under Art's sales direction, should prove beneficial to both publications. **Joe Kerwin**, National Sales Manager for *MMW*, will relocate to Menlo Park to work closely with Art. Editorial and production of *MMW* will remain in Framingham with a growing West Coast editorial bureau anticipated.

Art has been with *Micro Marketworld* for five years and will continue as Publisher, overseeing its much-anticipated launch as a weekly in September. The expanded *Micro Marketworld* has been redesigned in a weekly news format with all glossy paper. Already established as the best-read publication among value-adding resellers, the change to weekly frequency is being well-received by advertisers shifting their ad direction away from mass merchandising channels.

Art is a respected industry veteran with over 20 years of trade journal experience and has held publishing and sales management positions with a number of major publishing houses, including CBS, Hayden and Elsevier.



*Art Shields, Publisher MMW, V.P. Marketing PCI.*

# Ney Kruel Named General Manager for CWCI/Latin America

**Ney Kruel**, Executive Director of CW Brazil, has been named CWCI General Manager for Latin America, it was announced recently. He will be responsible for overseeing CWCI operations in Argentina, Brazil and Venezuela.

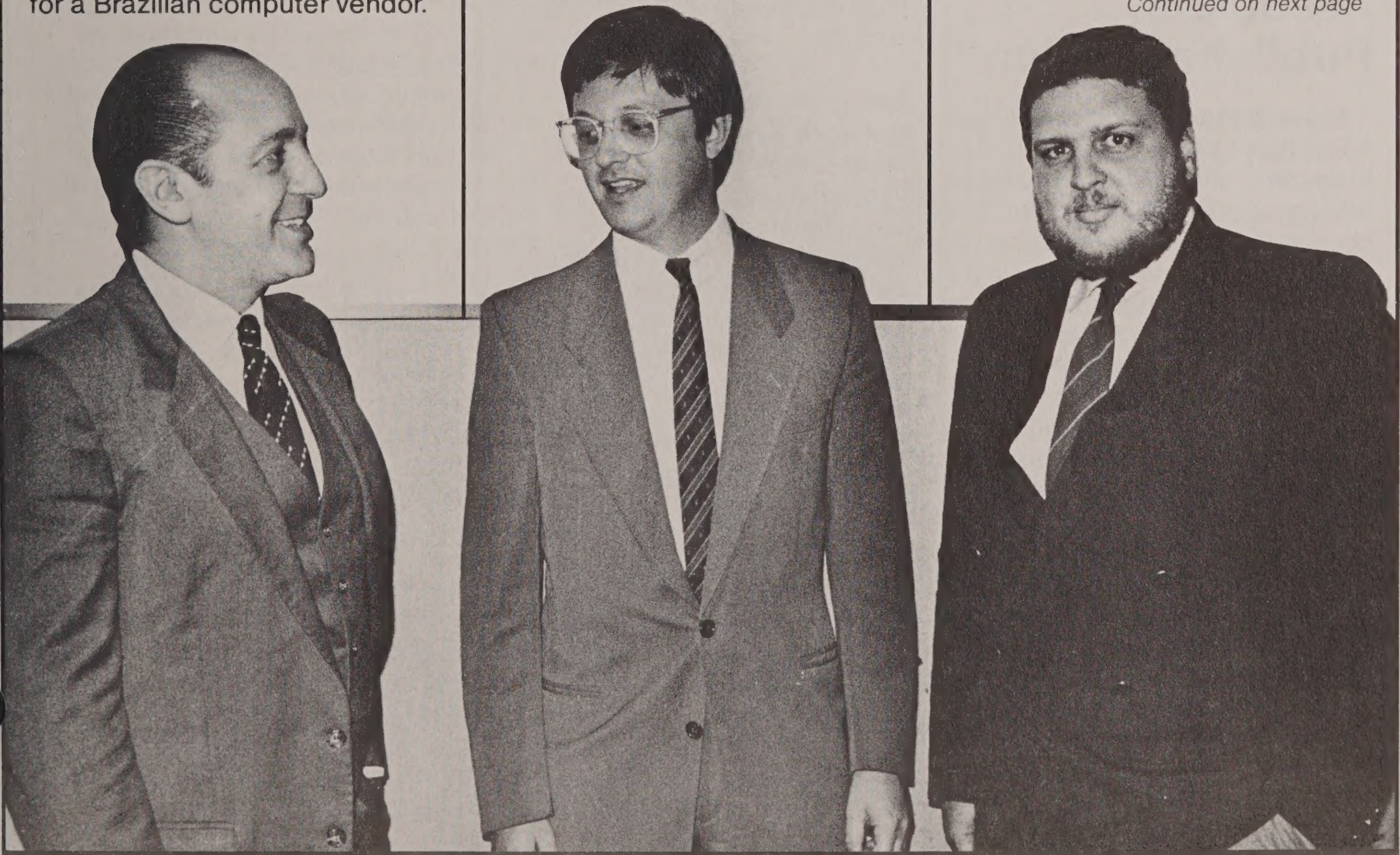
He replaces **Eric Hippeau**, who is now president of Popular Computing Inc. (PCI) in Menlo Park, Calif., a division of CWCI. PCI publishes *InfoWorld*, the PC newsweekly.

Kruel joined CWCI in 1978 as an international editor for CW Brazil and held several positions with *Data News* and *Micro-Mundo*, serving both as Publisher.

Prior to joining CWCI, Kruel was in investment banking in Rio de Janeiro. He also worked for a Brazilian computer vendor.

*Ney Kruel, CWCI General Manager, Latin America*

*(Left to right), Ruben Argento, General Manager of Computerworld Argentina, Eric Hippeau, new Info-World President, and Ney Kruel, the newly appointed General Manager of Computerworld Brazil in charge of Latin America, during a recent visit to CW Argentina's offices in Buenos Aires.*



Kruel is a native of Brazil. He resides in Rio de Janeiro and Sao Paulo, Brazil with his wife and son.

# Peter Holm to Head ISB in Europe

**Peter Holm** of IDC Scandanavia has been appointed to the newly created position of Information Base Manager - Europe for IDG's Information Services Bureau. He will report directly to **Sandra Young** at IDG Framingham, and will work closely with **Arthur Guercilena** who is our Information Base Manager - International.

Peter will be responsible for managing the data collection and online services through Topdata, our service bureau located in Copenhagen. He will be working closely with all the IDC offices in Europe to link them into our new network by the close of 1986. As each office is activated, they will

*Continued on next page*

become responsible for the updating of the site information for their country, directly onto the Topdata system. Each office will also have the ability to view the ISUF-Europe and produce local orders in their offices for internal use or for their clients. If an order is beyond the local production capability, the request can be routed to the Topdata facility for production and shipping.

Peter will be the main contact within Europe for online services. He will be located at the IDC Denmark location and can be contacted by E-Mail at IDG.P/HOLM. He will be supported by **Chalotte Molvang** who will join Peter's organization on September 1, 1986. All queries regarding the usage of the ISUF - Europe should be directed to Peter Holm.

# Steve Robbins Appointed Associate Publisher of *Run*

**Steve Robbins**, who is National Sales Manager for *Run* Magazine, will now take on the additional responsibility of Associate Publisher. Steve has proven time and time again his ability to achieve the goals assigned to him by increasing advertising revenues and market share, bringing *Run* to the leading position in the Commodore market. He has managed his operation effectively, professionally and successfully and will provide a significant boost in *Run's* success through the enhancement of his current position. Steve has accomplished all of this and more in just three years in the publishing industry.

## Positions

### National Sales Director, *Network World*

*Network World* is looking for a National Sales Director to lead and to manage its sales staff to market share leadership. *Network World* is looking for a seasoned veteran of the space sales wars, someone who has already achieved market share leadership in his/her sales territory, and is proud of it. Two (or more) years of experience as a regional or national sales manager is required. The candidate must have a proven track record of leading others to market share victory, especially in an increasingly competitive marketplace. The applicant must be well-connected in the communications (data, voice, and image) marketplace at both the account and agency levels and must have earned the respect of the people he/she has managed. Contact Mary Fanning in Doug DeCarlo's office at the Framingham office (617) 879-0700 ext. 206.

### Senior Market Analyst Network Systems and Technology

International Data Corporation is looking for a Senior Market Analyst for its Communications Industry Research Programs. The Senior Market Analyst will have the following responsibilities: conduct primary and secondary research concerning various network systems and technologies, including — local area networks, packet switching, network management and control, and digital switching products; prepare reports, memoranda, and bulletins for both user and vendor clients detailing competitive trends, technological developments, user implementation and applications, and vendor profiles; make market projections and provide insightful analyses of industry growth rates, vertical market penetration and channels of distribution; support the client inquiry staff in responding to specific client questions; support the IDC sales force in identifying and soliciting new business opportunities; and represent IDC and the Communications Industry Research Group at conferences and tradeshows.

Key requirements for this position include: excellent verbal, written, and quantitative skills; self-motivation and the ability to work in an unstructured environment; and the ability to work cooperatively with your peer group. Working knowledge of network systems and technologies is preferred.

Those interested should contact Jeff Kaplan, IDC Framingham, (617) 872-8200 ext. 632.

## News You Can Use

# Feeling Successful

Psychologists who have researched the traits of successful people say *feeling* successful is an important prerequisite to actual success. How can you build a feeling of success within yourself? Try these suggestions:

1. *Be well informed.* Being knowledgeable about your career helps you build more self-confidence.
2. *Write your goals.* Having written goals gives you a "target" to aim for. Your goals are your own personal definition of success.
3. *Get feedback and advice.* Find a mentor in your field; someone you can trust who is willing to give advice and feedback on your efforts.
4. *Enjoy your life and your work.* Maintain a sense of humor - it's an important way to keep your self-confidence and feel successful.

IDG WORLD UPDATE

The Local Loop

Volume 16 Issue 36 September 8, 1986

## Sales Representative

Network World, a new user-oriented communications newspaper that combines news coverage with feature articles, is seeking a field sales representative based in the Paramus, NJ office. Qualified applicant should have experience in print advertising sales with a strong emphasis in new business acquisition and service. Knowledge of the communications industry and a strong desire to succeed in a highly competitive marketplace also required. Interested applicants should call Doug DeCarlo, Publisher, CWCI, x 208 or forward your resume to him at Network World, CWCI, Box 9171, 375 Cochituate Road, Framingham, MA 01701-9171.

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## Sales Representative, New York Area

InfoWorld Magazine has an immediate opening in its New York territory for a sales representative. The successful candidate will provide full service representation of InfoWorld to advertising and marketing personnel who buy display advertising. He or she will maintain contact with existing accounts; identify and pursue new leads and accounts; maintain contact lists for management and direct mail promotions; report status of sales and prospects in territory as required; and attend sales meetings, trade shows and training sessions as required. Three to five years of professional ad space sales experience is required, preferably in the field. A BA in business is helpful. If interested, please contact Art Shields at InfoWorld.

## West Coast Correspondent

Computerworld is looking for a West Coast Correspondent to cover stories of interest to DP professionals and computer industry vendors that take place or originate in the West Coast area. Duties and responsibilities include: producing usable news copy on a weekly basis from original ideas with a minimum of supervision from editorial management; meeting deadlines established by editorial management; developing a network of contacts among DP user companies and vendor firms in the assigned West Coast Territory in order to generate news stories of interest to the Computerworld target reader; conducting telephone and personal interviews with computer industry figures and data processing executives as required to generate appropriate Computerworld news stories; spotting industry trends, particularly on the West Coast; and working closely with Senior Editor/Computer Industry to generate weekly industry section. Minimum of three years of professional journalism experience with emphasis on business coverage. Prefer at least one year of professional journalism experience in the computer industry.

## Framingham Civic League

Playorena, located at 214 Concord Street (Route 126) in Framingham, is a planned recreational environment for children 3 months to 4 years of age, specifically designed to fulfill their natural desire to practice newly developing skills. FREE Open House on Wednesday, September 10 and Saturday, September 13. For more information, call Karen Weiner at (617) 429-6628.

## Ride Needed

Looking for someone to get a ride home with after work to Natick Center, 4 - 5 days a week. Will share gas expenses. Please call Andrea Seiff at IDG 875-5000 x 437. If no answer, please leave a message.

## Roommate Wanted

Seeking non-smoking female to share comfortable 2 bedroom apt. in Brighton. Second floor of two-family--living room; dining room/kitchen; hardwood floors; small deck; coin operated laundry. Close to Storrow Dr. and easy access to Mass Pike. Available Sept. 1. $215.00/month plus utilities. Call Maureen at CWCI x 598 or 782-1878 nights.

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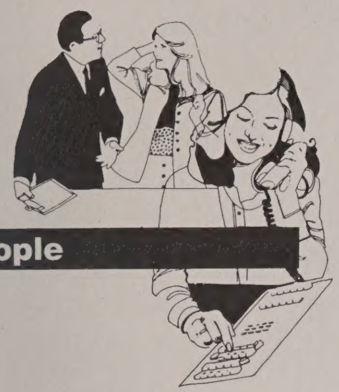

## People

**Pat Coviello** has just joined IDG as Mail Services Coordinator. Pat has been with our company since March working in IDC's mail center. Pat will be responsible for incoming and outgoing mail distribution, *IDG WORLD Update* distribution, and many other miscellaneous duties. Welcome to the 3rd floor Pat!

Congratulations to **Steve Hietala** in his new position as IDG's Office Services Coordinator. Steve will be responsible for purchasing stationery and supplies, office equipment maintenance, storage and supply area maintenance and will also serve as our liaison with the building management people. Congratulations Steve!

**Barbara Harris** has been promoted to Business Manager of *Run* Magazine. Barbara has demonstrated the capacity to expand into this new role by virtue of her superb performance in her current position as Executive Assistant. She brings to this new responsibility over ten years of experience in the publishing industry in which she has served in a variety of capacities. Barbara brings experience, enthusiasm and professionalism to the new job. She is an important contributor to the current and future success of the magazine.

**Leslie Barner**, Western Marketing Manager for CW International Marketing Services (CWIMS), has announced the appointment of **Darien Werfhorst** as West Coast Advertising Coordinator. Darien will coordinate and handle client insertion orders and artwork for overseas offices, and work on special projects. In addition, she will act as Leslie's backup for client contact. Darien comes to CWIMS from a San Francisco-based advertising agency where she was Advertising Coordinator. She also worked in traffic for a local radio station. She is a graduate of the University of California at Santa Cruz, where she received a degree in Sociology.

Both Leslie and Darien can be reached at their new West Coast offices at 3350 West Bayshore Road, Suite 201, Palo Alto, CA 94303, (415) 424-8844. Darien can also be reached via E-Mail; send to CWCI. D/werfhorst.

**Bruce Kin Huie** recently joined IDC as the Senior Research Analyst for the Unix Program. Bruce will be instrumental in building a strong program that is fully integrated into IDC's overall systems research. Bruce comes to us from AT&T Information Systems, where he was a National Account Manager for Unix products.

Prior to his 3+ years at AT&T, Bruce was a freelance newspaper Writer/Photographer, an Economic Analyst for urban development projects, a Media Analyst for a TV news program, and a Technology Consultant for educational organizations. Bruce has an MA in Communications Technology from the University of Southern California in Los Angeles, a BA in Economics from George Washington University, and has done graduate study in Unix at MIT.

## Mark Your Calendar

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| | |
|---|---|
| Sept. 8 | IDC's Information Systems Strategy Service Sales Meeting<br>IDC Washington<br>McClean, VA |
| Sept. 9-10 | InfoWorld Strategy Session<br>Menlo Park, CA |
| Sept. 18-19 | IDG Seminar Series "Effective Presentation Workshop"<br>Crowne Plaza<br>Natick, MA<br>9:00 AM - 5:00 PM<br>Contact: Linda Bowes ext. 554 |
| Sept. 25-27 | CWCI President, Publishers' & National Sales Managers' Unified Strategy Meetings<br>Crowne Plaza<br>Natick, MA |
| Oct. 1-3 | Computerworld Strategy Session<br>Framingham, MA |
| Oct. 7-10 | European Manager Meeting & 1987 Budget Preliminaries<br>London, England |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |

## Anniversaries

**One-Year**
Linda K. Shea, IDC

**Two-Year**
Penny Ertelt, PCW
Lynne M. Davis, IDC
Philip C. Rentz, IDG
Michael McCarthy, IFW
Christine M. Casatelli, CWCI

**Three-Year**
Cynthia C. Chekas, CWCI
John S. Gallant, CWCI

**Four-Year**
Ann E. Bartolotti, CWCI
William E. Laberis, CWCI

**Five-Year**
Kevin McPherson, CWCI

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

# The 1986 IDG International Photo Contest Is On

The annual IDG Photo Contest is under way. After two successful contests resulting in beautiful full-color IDG calendars, we are looking to reach even greater heights this year. So dust off your cameras, load up some film, and get snapping. Here are the rules:

1. Only IDG employees in the U.S. and around the world are eligible. Sorry, no family members or friends may enter. We encourage international entries and want to see many more photos from abroad than we have in the past.
2. You may submit both black and white and color photos. Slides or prints are acceptable. If you send a print and it is chosen as a winner, it would be extremely helpful to the production process if you had the original slide or negative.
3. Two entries per person will be accepted. Please make sure your name, title, department, publication, country, and phone extension are on or attached to each photo. We will return all photos as soon as possible, but we cannot be responsible for photos lost in transit. Don't worry — our track record is superb.
4. A panel of three judges will be selected to evaluate and choose the winning photos. There will be 12 winning photos, and each will be assigned to a month on the calendar.
5. The theme is open and the judges will look for creativity, photographic quality, and imagination. Take a good look at the 1986 photo calendar to get some idea.
6. Send your entries to Patty Faherty, CWCI. All entries must be received by September 15, 1986. Winners will be notified immediately and the judge's decision will be final. If you have any questions, call Patty Faherty, CWCI, (617) 879-0700, x577.

Good luck!!

IDG
WORLD
update
VOLUME 16, NUMBER 37 SEPTEMBER 15, 1986

# ...IDC and *FORBES* Magazine Join Forces To Produce Information Industry Supplements In 1987...

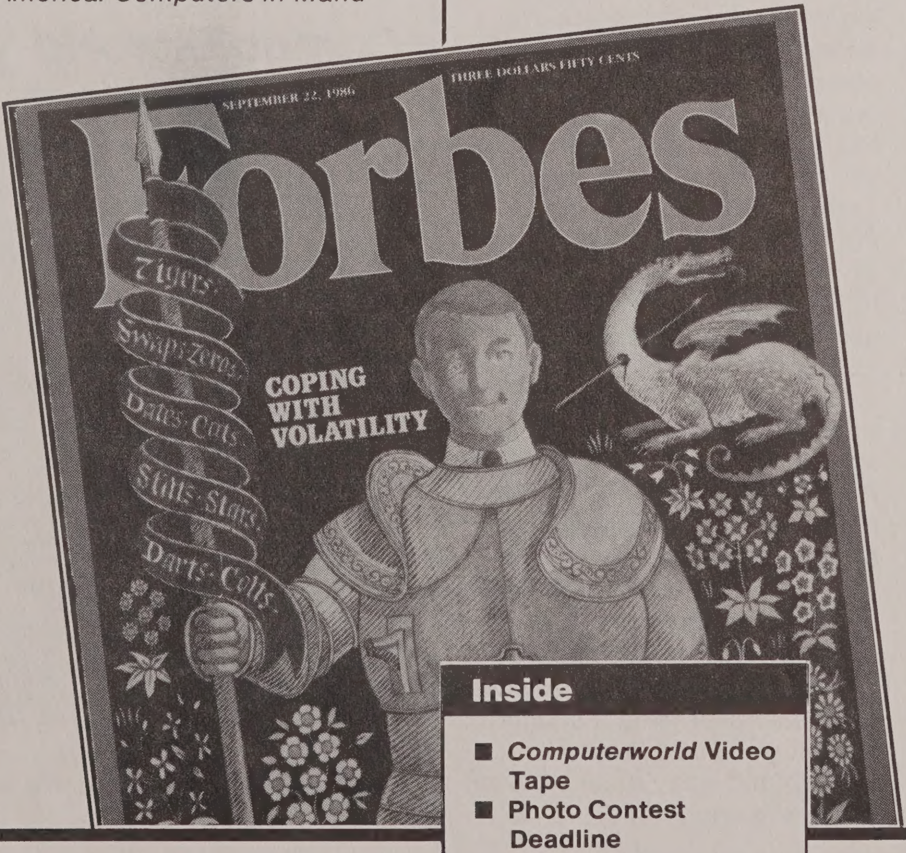
IDC has been contracted to research, write and help market a series of *FORBES* Special Advertising Supplements on the information industry.

In 1987, the IDC-produced series of *FORBES* supplements will all fall under the general theme "Information - The Strategic Resource for the '90s." Each supplement will illustrate how companies of all sizes are solving business problems today through their ability to successfully marry their computer, communications and office equipment strategies to their overall business strategy.

Describing these supplements, IDC's Senior Vice President, **Joseph L. Levy** states, "Our 22 years of research indicates that successful companies in the balance of the '80s and '90s will need a 'competitive advantage' and information systems will become a strategic weapon of their firms. Through our time proven case study and market data orientation, IDC's series of 'White Papers to Management' in *FORBES* Magazine in 1987 will suggest ways to develop this new expertise to *FORBES*' management readership."

The first of a series of five supplements to be published in 1987 *"The Reindustrialization of America: Computers in Manufacturing"* will appear in the January 12 issue of *FORBES*.

The schedule for the remaining four supplements is *"Intelligent Buildings: Linking Computers and Communications,"* April 20 issue, *"Computer Systems & Software For Business & Industry,"* June 29 issue, *"Trends in Communications: Networks For Tomorrow,"* September 21 issue, and *"Office Automation & Desktop Computing,"* October 19 issue.

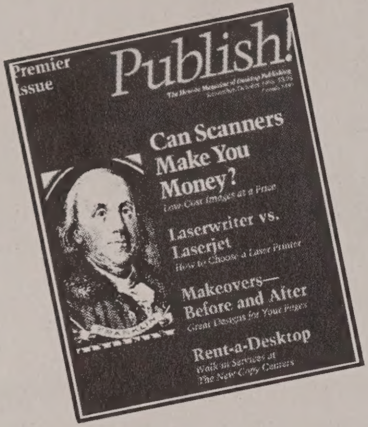


## Inside

- *Computerworld* Video Tape
- Photo Contest Deadline

**News of Note**

# PCWCI To Take *Publish!* Monthly In March 1987



Premier Issue

Publish!

Can Scanners Make You Money?

Low Cost Images at a Price

Laserwriter vs. Laserjet

How to Choose a Laser Printer

Makeovers—Before and After

Great Designs for Your Pages

Rent-a-Desktop

Walk-in Services at The New Copy Centers

PC World Communications, Inc. will take *Publish!*, which just put out its first bimonthly issue, monthly in March of 1987. Response to *Publish!* has been strong, **Jim Martin** said, with the first issue carrying 39 ad pages, "30% ahead of plan." Circulation for the first issue was over 25,000 with between 60% and 65% of the total coming from subscriptions, Martin added. PCWCI has done some direct mail to promote the book, but a good part of the response has been to the full page ads and response cards that run in sister publications *Macworld*, *PC World* and *InfoWorld*. Martin said that PCWCI would begin hiring additional editorial and marketing staff for *Publish!* toward the end of the year.

Martin's recent promotion from Associate Publisher/Director of Marketing and Sales to Publisher has resulted in some internal promotions. **Margaret O'Reilly**, who has been Northwest Sales Manager, becomes the National Advertising Manager for *PC World* magazine, and **Larry Hilderbrand** became National Advertising Manager for *Macworld* and *Publish!*. Hilderbrand was Eastern Advertising Manager for *PC World*.

# "Mr. Europe"—Eckhard Utpadel Visits Headquarters In August

**Eckhard Utpadel**, who oversees all CWCI subsidiaries and partnerships in Europe, visited the Framingham headquarters at the end of August to participate in the monthly review meeting there and give an overview of his region's operations.

Eckhard joined the German subsidiary, now the company's largest in Europe, in 1979. Subsequently, he served as Vice President, Northern Europe. His area of responsibility now includes Denmark, Finland, France, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Spain, Sweden, Switzerland, United Kingdom and Austria.

WELCOME,
MR. EUROPE!

# *Computerworld* Video Tape Announcement

COMPUTERWORLD

TOP OF THE NEWS

ADR utility reveals snags

Monitor's 'snapshots' spot DBMS bottlenecks

Volume users to get direct Lotus sales

Link may void DEC warranty

CW SPECIAL REPORT

Packet pioneer: User gamble on synchronous service pays off

Did you ever wonder how *Computerworld* is actually manufactured?

A video tape describing the process used to print *Computerworld* has been completed by the CWCI Production Department. The presentation follows the step-by-step production of the newspaper. It explains the techniques involved and the equipment used. **Geoff O'Connell** and **Chuck Ladouceur** photographed the production of one issue of *Computerworld* from start to finish. Then, using **Jude Goldman's** script, they produced a slide tape which was transferred to video for easy presentation. **Deb Fickling** of CW editorial is the narrator.

If you would like to view the tape, please call Jude at ext. 421.

IDG

# IDG CHAIRMAN'S QUARTERLY REPORT

August, 1986

Dear Member of the IDG Family:

The good second quarter results predicted in my last Quarterly Report have been realized. Our net sales worldwide for the past quarter were $55 million, up 32% over the second quarter of 1985. In contrast, first quarter sales were up 23% over the first quarter of 1985; so our growth rate is accelerating. For the first half of 1986, our net sales worldwide increased to $109 million, a 27% increase over the same period in 1985.

Our after-tax profit margin for the second quarter was 8.4%. This brought our profit margin for the first six months in 1986 to 7.3%, continuing our good progress towards achieving our 10% after-tax profit margin for the full year. In comparison, our after-tax profit margin for the first half of 1985 was 4.9%.

Our growth reflects increases in marketshare of our current publications and research activities, as well as the successful launch of new business units. CW Communications, Inc. grew to 72 publications during the quarter. Publish! magazine, serving the desktop publishing field, is off to a very strong start. Its first issue in September came in 50% over in planned revenue. The first issue of Digital News, our new bi-weekly tabloid for the users of DEC's computer systems, will appear in September. It should also exceed its revenue plan and business objectives for this year.

CW Communications, Inc., microcomputer publications are leading their field in marketshare gains and revenue gains for 1986 compared to 1985. This is especially notable because of the intensified competition in this field, and the fact that this is the market sector showing the highest overall advertising growth rate this year.

CW Communications, Inc. new publication business units in Austria and Hungary are off to a promising start. Other stars in CW's international operations are CW Spain showing a revenue growth of 128% in the first half of 1986 compared to 1985, and moved from a loss in 1985 to 10% profit margin for 1986! Also, CW Norway had a revenue gain of 118% in the first half of 1986, and a substantial improvement in its profit margin. Other high growth revenue sectors in CW's international operations was CW Netherlands, an 87% growth, CW Venezuela, an 83% growth, and CW France with a 72% growth. A special congratulations to CW Germany, our largest non-U.S. publishing unit, which had a 48% growth in the first half of 1986, with a 60% increase in its profits compared to the first half of 1985.

IDC's reorganization into five market-focussed business centers in the U.S., supported by a Research and Analysis Group consisting of IDC's experts in markets, technology and the industry, has been making impressive progress in restoring IDC's operations to profitability. Due to the enhanced quality of IDC's products, and its intensified customer service through its dedicated sales teams, IDC is increasing its marketshare in such key growth markets as Information Services for MIS/DP executives, and for the financial investment and leasing communities. IDC has been quite successful in expanding its services for financial investment in the leasing communities on a global marketing and service concept. IDC is planning to initiate a similar strategy for its services for MIS/DP executives this Fall. Based on current increases in bookings and operational productivity, we expect IDC to achieve a profit margin compatible with those of our other business units in 1987.

*Computerworld* has been maintaining its excellent marketshare in the first half of 1986. It is launching an expanded classified advertising sales activity this Fall and an expanded promotion program which should help maintain its position as the number one computer publication in the world.

*Infoworld* is undertaking a major research program to quantify the buying power of its circulation and is making enhancements to its graphic and production values to help accelerate its growth as a publication serving the PC professional community. *Micro Marketworld,* our computer reseller publication for the U.S. market, moves from a bi-weekly to a weekly publication in September. It will be coordinating its marketing strategy and operations closely with Infoworld to maximize our effectiveness in serving the community of people who have volume-buying responsibilities for PC products and services.

The bookings for all of our business units in September and for the fourth quarter of 1986 look very encouraging.

With best regards,

Patrick McGovern

Patrick J. McGovern
Chairman/CEO
International Data Group

/lms

IDG WORLD UPDATE

The Local Loop

Volume 16 Issue 37 September 15, 1986

Client Service Representative

IDC has an immediate entry-level opening in its Leasing Planning Service (LPS) Program for a Client-Service Representative. IDC offers a challenging and fast-paced environment as well as the opportunity to learn the dynamic high-tech computer industry with a major emphasis on the leasing aspect of the computer market. Primary duties will include supporting the Account Manager in handling client inquiries, analyzing industry announcements, and working with numbers. The ideal candidate will possess strong analytical, communicative, and writing skills. A degree in Business or Finance is preferred, but not required. Send resume to Mary Jakubowicz, IDC, 5 Speen Street, Framingham, MA 01701.

Secretary to the Publisher and Business Manager

RUN Magazine has an immediate position opening for a Secretary to the Publisher and Business Manager. In this position you will report to the Business Manager on a daily basis. Required skills are: typing, filing, dictation or equivalent on dictaphone, pleasant telephone personality, purchasing, working with corporate department for travel, and miscellaneous other duties as required. The qualified candidate will possess the following qualities: consistency, accuracy and confidentiality. Knowledge of IBM PC word processing is a plus. Please send your resume to Barbara Harris, Business Manager, RUN Magazine, Elm Street, Peterborough, NH 03458. Or call for an appointment (603) 924-9471 ext. 438.

Sales Support Assistant

InfoWorld has an immediate opening for a Sales Support Assistant in its Menlo Park Office. Responsibilities include typing and editing sales letters, occasional transcription, and handling a large volume of phone calls. This employee will also be responsible for phone backup, mail, and general administrative support for the Advertising Department. Requires two to three years secretarial experience, 60 WPM typing, and prior experience using dictation equipment, as well as excellent phone skills. Knowledge of the computer industry is helpful. If interested, please contact Roy Kops at InfoWorld.

PC/Data Entry and Research Specialist

InfoWorld has an immediate opening for a PC/Data Entry & Research Specialist. This employee will enter and maintain data; assist in the design of reports; and produce computer-generated reports, presentations, graphics, and newsletters. He or she will also maintain familiarity with relevant software, and assist the MarComm Manager and Vice President of Sales & Marketing as needed. This position requires keyboard entry skills, two to three years experience as an operator of PC equipment in a setting requiring use of multiple programs. Market research and electronic publishing experience are helpful. This position requires college degree with an appropriate major. If interested please contact Judy Durham of *InfoWorld*.

### Marketing Support Staff Person

*InfoWorld* has an immediate opening for a Marketing Support Staff person. This employee will assume general clerical duties, assist with data entry advertising database management, maintain department records, and maintain a marketing resource library. He or she will also proofread and process print media orders. This job requires 65 WPM typing speed and two to three years office support experience. If interested please contact Judy Durham of *InfoWorld*.

### Display Advertising Coordinator

*InfoWorld* has an immediate opening for a Display Advertising Coordinator. This employee will provide telephone contact for media kit requests and rate/copy information; receive and check printing materials; book, confirm and prepare insertion orders. The candidate must be service oriented, and pay accurate attention to detail. Requires strong organizational skills and ability to adhere to weekly deadlines for edit/production/billing. The ability to work independently while functioning and contributing to a close-knit department is essential. This coordinator will act as backup for other departmental coordinators. This position requires prior coordinating experience and an advertising or publishing background is preferred. Good typing skills and math aptitude are necessary. A knowledge of print production is helpful, and ability to handle pressure is essential. Also useful is the knowledge of computers. If interested please contact Judy Durham at *InfoWorld*.

### Danforth Museum of Art--Framingham, MA

IDG is a member of the Danforth Museum. From September through December *IDG World Update*'s Local Loop will publish events of interest taking place at the museum. For more information call 620-0050.

| | |
|---|---|
| Exhibitions through October 12 | *Milton Avery's Birds and Beasts: 1931-1963*<br>Oil paintings, watercolors, monoprints, and woodcuts. |
| | *White Light*<br>A retrospective exhibition of prints and drawings by the Danish Expressionist Palle Nielsen. |
| | *A Memory of Clean Water*<br>Project II installation by Betsy Damon. Funded by the Massachusetts Council on the Arts and Humanities. |
| September 21 | *Museum School Open House* |

Museum Hours: Wednesday-Friday, 12:00 - 4:30 p.m.
Saturday-Sunday, 1:00 - 4:30 p.m.

# New Addresses, Etc.

Please note the new address and telephone number for the Beere Hobson CWCI London office:

Barbara D. Levey
Beere Hobson Associates
Kingsland House
361/373 City Road
LONDON EC1V 1LR
Telephone 01 278 0022
Telex 8955107
Fax 8334693
Ontyme mailbox
CWCI.B/HOBSON

The *Computerworld Australia* office in Sydney and Melbourne can now be reached by facsimile. The numbers are 61-2-4395512 (Sydney) and 61-3-6904362 (Melbourne).

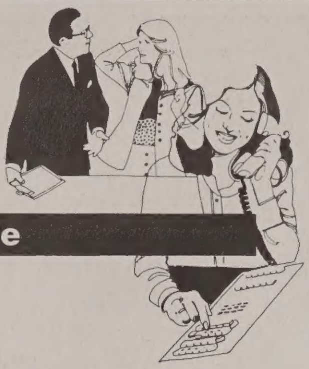
IDC Framingham's fax numbers are:

617-872-8200 x 651 during working hours
617-872-8121 after working hours only (direct line)

Effective Monday, September 8, *CW Publikationen* in Munich will have a new address:

CW Publikationen
Verlagsgesellschaft mbH
Rheinstrasse 26/28
Postfach 40 04 29
8000 Munich 40
West Germany
Telephone (089) 3 60 86 0
Telex 5 215 350

# People



On August 18, **Ninamary Maginnis** joined the Framingham staff of *CW* as a Senior Writer.

For the past two and a half years, Ninamary was employed at Digital Equipment Corp., where she wrote stories for *Insight*, DEC's national customer magazine, and *DECsell*, DEC's national sales force magazine.

Previously, she was employed for two and a half years with Wang Laboratories, where she was Principal Writer on the corporate newspaper, and also wrote marketing reports for outside consultants.

Before starting her high-tech career, Ninamary worked for two years as a Reporter for the *Lawrence Eagle-Tribune* daily newspaper, and also worked for one and a half years at that proven training ground for computer journalists, *The Salem Evening News*.

Ninamary earned her Bachelors Degree in English/Journalism from UMass/Amherst, and a Masters Degree in Print Journalism from Boston University.

With that blend of newspaper reporting and industry experience, Ninamary is expected to become a vital asset for *Computerworld*. Please welcome her into the family.

**Kelly Shea** has accepted the position of Assistant Editor with *CW* in the Features Group, to work with **Jan Fiderio** on Executive Reports.

Kelly began at *Computerworld* in February of 1985 on the copy desk. She moved to the Features Copy Editor slot in April and along with **Penny Janzen** created a smooth-flowing features editing operation.

In her new position, Kelly will be doing content editing on the 17 or so Executive Reports which fall under Jan's responsibility each year. She will also lay out some of the sections, a skill she has begun to learn on the copy desk.

On August 18, **Bonnie MacKeil** joined *Computerworld* as an Editorial Assistant.

Bonnie has recently graduated from Boston University with a major in Mass Communications. She has worked for the past year at G. K. Hall Publishing Company doing clerical work and previous to that she held an internship at *New England Business* Magazine.

**Nicolene Hengen** joined the CW copydesk on September 2.

Nickie has been a Copy Editor at *Network World* since March. Prior to that, she was Calendar Editor and Reporter for the *Tab* Newspaper. Her experience includes editing and researching an edition of the guidebook *Vienna Today* in Salzburg, Austria; editing the personal memoirs of Madam Farman-Farmayan, an Iranian exile, in Cologny, Switzerland; copy editing a collection of Renaissance poetry for student use at UMass/Amherst; and teaching English to adult Portugese students in Lisbon, Portugal. She earned her Bachelor's Degree in Government from Smith College in 1983.

Please welcome **Angele Boyd** to IDC. Angele will be working in the Printer Market Program as a Research Analyst/Client Service Representative thus taking on the responsibility of keeping our clients up to date via timely delivery of research reports and client inquiry response.

Angele recently received her MBA (with Honors) from Babson College. In addition, she has worked as a Research Analyst for Arthur D. Little.

## Positions

*Director of Human Resources*

IDG is seeking qualified applicants for the position of Director of Human Resources.

A minimum of 10 years experience in a high growth technology-oriented company is required.

The person selected will establish the selection, development, compensation and human resources planning processes necessary for the sustained business success of IDG.

Experience is required in recruiting and selection, training and development, human resources planning, compensation administration, and corporate communications.

This position will report to the Executive Vice President-Finance of IDG.

Qualified applicants should forward their resume to Bill Murphy at IDG.

IDG WORLD update

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## Anniversaries

One-Year
- Karen H. Wickre, PCW
- Mary R. Jakubowicz, IDC
- Melissa A. Calvo, IFW
- William J. Creonte, CWCI

Two-Year
- Herbert H. Linden, PCW
- Christina Chase, PCW
- Janet L. Fiderio, CWCI
- Cheryl A. Tynan, CWCI

Three-Year
- Karl T. Koessel, PCW
- William P. Howard, CWC/P
- Marcia P. Brooks, IDC
- Janice E. Kamphaus, IDC
- Maureen E. Gannon, CWCI

Four-Year
- Swain Pratt, CWC/P
- Larry K. Bishop, IDC
- Diane M. Flis, IDC

Five-Year
- Rachel E. Wasser, IFW

Six-Year
- Carol A. Audlee, CWCI

Seven-Year
- Aaron Goldberg, IDC
- Sandra Howard, IDC

Eight-Year
- Christine LeBlanc, IDC

## Photo Contest Deadline Extended

The IDG International Photography Contest deadline has been extended to September 26. Come on, your chances of winning this year are even better than previous years since the response has been light.

We want to see your best photos. Color or black and white are acceptable and, they don't have to be taken within the past year. We are accepting two photos per person. Slides or prints are acceptable.

Twelve photos will be chosen. So don't miss a chance to enter. Send your entries to Patty Flaherty. CWCI x243.

## Mark Your Calendar

Each week IDG World Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| Sept. 18 - 19 | IDG Seminar Series<br>"Effective Presentation Workshop"<br>Crowne Plaza<br>Natick, MA<br>9:00 AM - 5:00 PM<br>Contact: Linda Bowes ext. 554 |
| Sept. 25 - 27 | CWCI President, Publishers & National Sales Managers Unified Strategy Meetings<br>Crowne Plaza<br>Natick, MA |
| Oct. 1 - 3 | *Computerworld* Strategy Session<br>Framingham, MA |
| Oct. 7 - 10 | European Manager Meeting & 1987 Budget Preliminaries<br>London, England |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues & Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Nov. 4 - 7 | European Manager, VP Pacific Region, General Manager - Latin America 1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |

IDG WORLD

VOLUME 16, NUMBER 38 SEPTEMBER 22, 1986 *update*

# CWCI Pacific Holds First Regional Meeting

A highly successful meeting was held in Penang, Malaysia last month by CWCI Vice President, **Alan Power**. Attending were managers, publishers and editors from Australia, Hong Kong, Singapore, Japan and India. Especially invited from the US were **Frank Cutitta, Susan Blakeney** and **Nancy Merritt**. An extra special guest was **Yuji Ogino**, the Managing Director of IDC Japan.

Two representatives from China were scheduled to attend the meeting but visa problems eventually precluded this. The three-day meeting discussed circulation, advertising, new opportunities for growth, research and editorial including the international news network.

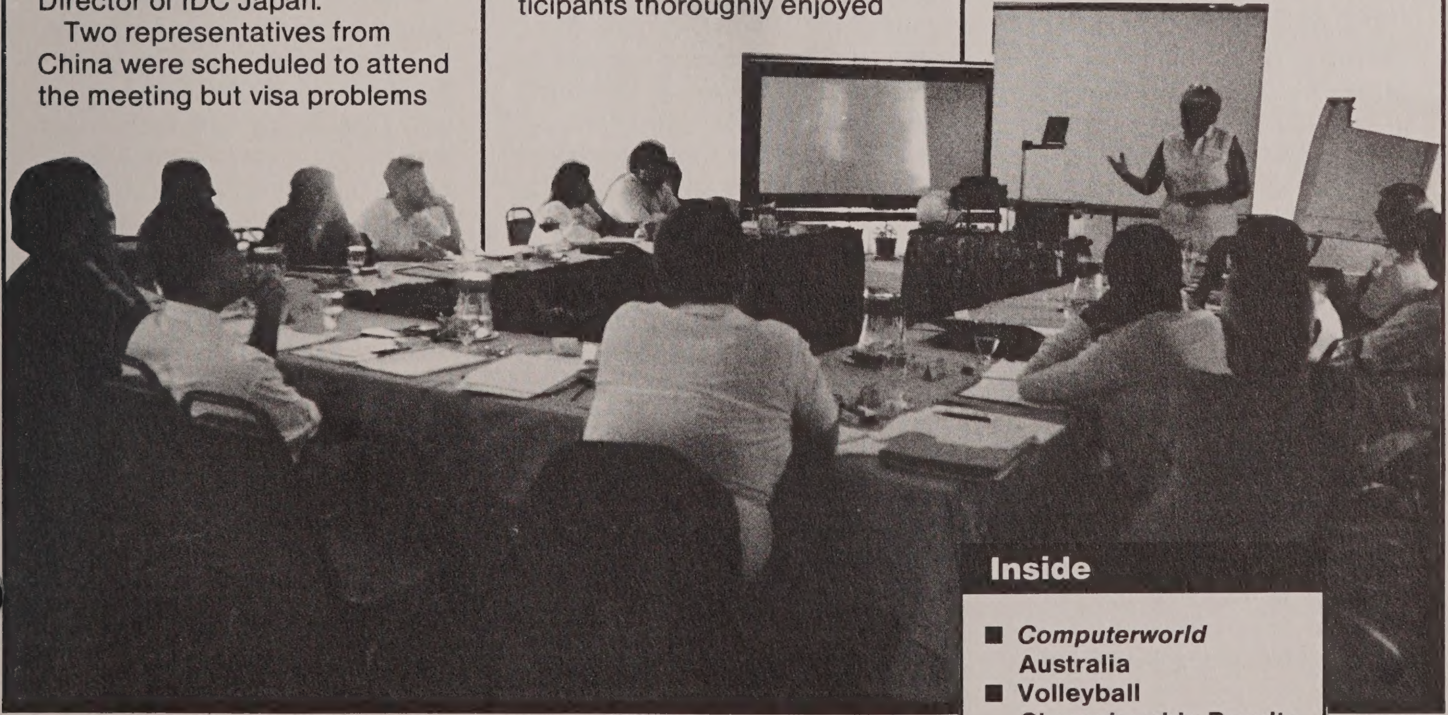
Each session was handled by different session leaders to provide them with experience in handling such a mixed group.

A gala dinner was held on the last night when Alan Power did a "Mini McGovern" presenting each attendee with a very small and cheap gift. They were guaranteed to cost less than M$2. In return the group presented Alan with a gift symbolizing staying close to the customer. All participants thoroughly enjoyed the chance to meet with others and to share ideas and opportunities for regional growth.

The US visitors appreciated the combined nature of the meeting as it included all aspects of a company's operations and did not focus just on one specific area such as sales or editorial.

One of the major aims of the meeting was to encourage a close flow of information so that managers became more aware of a company's total role.

*Nancy Merritt addresses the meeting on circulation/promotion techniques.*



**Inside**

- *Computerworld* Australia
- Volleyball Championship Results

# *InfoWorld* and *inCider* Report Circulation Gains

There may be a sales slump in the computer industry, but not all the magazines covering this field are suffering the same fate. The Media Industry Newsletter, *min*, offers an exclusive analysis of the Audit Bureau of Circulations' latest Fas-Fax (which compares newsstand/subscription sales for the six months ending June 30, 1986, with the same period last year), shows that of the nine titles tracked in the computer/technology category, four are reporting circulation gains. Of the four, two are CWCI titles.

| COMPUTER/ TECHNOLOGY | SINGLE COPIES (%) | SUBSCRIPTIONS (%) | TOTAL (%) |
|---|---|---|---|
| *Byte Magazine* | 98,224(+ 6.0) | 296,017(- 1.0) | 394,241(+ .7) |
| *Compute!* | 106,086(-29.2) | 253,147(+13.7) | 359,233(- 3.6) |
| *Compute!'s Gazette* | 100,478(-21.4) | 180,896(+ 3.4) | 281,374(- 7.1) |
| *80 Micro* | 14,596(-15.1) | 72,035(- 5.8) | 86,631(- 7.5) |
| *Family Computing* | 60,027(- 1.8) | 358,409(+ 5.7) | 418,436(+ 4.6) |
| *High Technology* | 21,391(-14.6) | 287,973(+ 2.3) | 309,364(+ .9) |
| **inCider** | 31,198(- 5.5) | 92,575(+28.5) | 123,773(+ 17.8) |
| **InfoWorld** | 7,811(+ 9.1) | 151,723(+14.7) | 159,534(+ 14.4) |
| *Personal Computing* | 33,808(-32.0) | 416,655(-15.2) | 450,463(- 16.7) |

# Computerworld Pty Limited Announces New Publication and New Positions

The new publication aimed at the lower two-thirds of the DP personnel market was launched in Australia at the beginning of September with the first editions due on September 17. *Computerworld Xpress* will primarily circulate in Australia's two largest cities, Sydney and Melbourne, with a change of front page and masthead color between the two. Its main revenue target is the lucrative jobs market.

Editors have been appointed in both cities, with the operation being directed from Sydney by managing editor **Stewart Fist**. Stewart, who has an extensive career in film and TV, joins the company from a recent stint as a hi-tech freelance writer. He broke into TV through the current affairs division of the National Nine network, rising through the ranks to producer/director. He then moved into education as the first head of the national external training program of the government-funded Film and TV School. It was here that he gained an interest in computers used to monitor thousands of workers in the industry. He went travelling and among other things took a marketing course at Tufts University in Boston, and worked for a time with UNESCO in Europe. He has had a number of books published on film and TV production, as well as computers and communications technologies.

The Sydney editor is **Veronica Wood** who is making a transition from computing to journalism. She was an analyst/programmer with an IBM/38 software company specializing in packages for the finance industry. Veronica, who is married, comes from England.

The Melbourne editor is **Stan Beer**, another DPer moving to journalism. After leaving university, Stan joined the sales staff of Nashua, and then spent three years abroad in Europe, Asia and the Middle East. He returned to university and completed a degree in computer science and went on to a career as an analyst/programmer.

The advertising executives have been drawn from existing *Computerworld* staff: **Pat Blackman** and **Kim Hay** in Sydney and **Kelly Jager** in Melbourne.

For the first editions of *Xpress*, another newcomer, **Beverley Head**, has been helping with the editorial. She will shortly be joining the editorial team of *Computerworld Australia* in Melbourne as an associate editor. She is replacing **Lauraine Garnett** who is taking time off to have her first baby. Beverley has joined the company from the UK. She started her journalistic career in 1983 with the monthly *Minicomputer News*. Last year she joined *Computer Weekly* in the UK as a reporter. Her hobbies include reading, music (jazz, blues and opera), and rambling.

**Maxine Czysnok** was recently appointed Personal Assistant to **Alan Power**, Vice President/Pacific Region, CWCI. In her new position she will assist Alan with the management of Australian operations which includes all aspects of producing regular publications plus any special events. She will also assist Alan in running the region including budget/spreadsheet planning. (For this her most immediate task is mastering Framework II on a Zenith AT System.) As she becomes more familiar with the operation, Maxine will also act as liaison for general regional business, and will also assist **Barbara Howell**, General Manager/Australia. Maxine worked for Woolworths (Australia)

*Continued on next page*

Limited for three years (1980-82) in their head office in the Buying Office as secretary to the Buying Controller. She held a position with Burns Philip & Co. Ltd. (1982-84) working first for a Divisional General Manager and then for the General Manager, Planning & Business Development. From Burns Philip she went to GEC Australia Ltd. where she was a Product Manager in a newly formed department, marketing videotex equipment.

## Positions

**Copywriter/Research**

*InfoWorld* has an immediate opening in its Menlo Park office for a Copywriter/Researcher.

This person will assist with design and implementation of research projects, interpret research results, and produce marketing materials. He or she will also prepare ad copy, newsletters, press releases, and other written materials; coordinate with researchers and other writers to produce ads and other promotional material; review and proofread copy as assigned; assist in the preparation of presentations or other materials required to sell space. The Copywriter/Researcher will also create new ideas and generate themes and/or looks for ads and collateral materials.

This job requires two to five years copywriting experience in advertising, collateral materials; and public relations experience with promotional materials for publications is preferred.

A working knowledge of personal computers and popular software programs is preferred. Requires a college degree with appropriate major.

If interested, contact Judy Durham at *InfoWorld*, (415) 328-4602.

## Tenth Anniversary Celebration

**Pat McGovern** recently helped **Ann Clark** celebrate her 10th year with IDC by taking her out for the traditional luncheon at the Ritz in Boston.

Ann has been with IDC since May of 1974 taking time off to have her children. She began her career at IDC as a production typist before the days of word processors, helping to churn out IDC's massive number of reports. From there she went on to hold the position of Sales Secretary and then Secretary in 1977 to then President **John Breyer**.

Today she is Manager of IDC's client and prospect lists. She has her hands full as keeper of this database of 10,000+ names and addresses. Over the last year-and-a-half she was successful in automating the system using IPL. The result is better access to this valuable storehouse of information.

Ann lives in Maynard, MA with her husband Bert, their two daughters Sara, 7, and Vanessa, 3, and one dog and two cats. In her spare time she is busy learning to play the piano and taking care of her active children.

## Mike Anzalone Appointed Group Controller

**Mike Anzalone** has been appointed Group Controller of CW Communications/Inc. domestic operations, effective September 1, 1986. For the past four years, Mike has been the Assistant Corporate Controller for IDG. Prior to working for IDG, Mike worked in the Audit Department of Deloitte, Haskins and Sells for four years. He holds a Bachelor's Degree in Accounting from the State University of New York in Buffalo, and a Master's Degree in Corporate Finance from New York University. In Mike's new position, he will continue to report to the Controller of IDG along with a dotted-line responsibility to the Chief Executive Officer of CW Communications/Inc.

## People

**Pim Bilderbeek** is the new Key Information Person at IDC Benelux. He took over this position from **Rene Janssen**, who left our office. Pim will be happy to respond to any question on the Benelux information market.

*CW Publikationen* is pleased to welcome **Lynn McGalliard**. Lynn will work with **Monika Tenbieg** and **Eckhard Utpadel**, assisting them specifically in the area of European and international activities and communications. Lynn worked at CW Communications/Inc. in Framingham from 1982-84 in the Direct Marketing Services department as an Account Coordinator. She then moved to Munich and joined our offices here, working in the editorial department of *Computerwoche*, helping to establish the international news network here in Germany. Lynn strayed away from CW for nine months and acquired some valuable direct marketing experience at an agency here in Munich. We were able to persuade her to come back, though, and help us build up the European headquarters. Lynn can be reached at our offices under the e-mail box address cwci.I/McGalliard.

IDC Benelux arranged a series of speaking engagements by IDC staff.

Recently, **Philip de Marcillac**, Research Director of IDC Europa, gave a presentation to NCR in Amsterdam.

**Martin Hingley**, Research Consultant with IDC's European Research Center, spoke in Amsterdam about Tandy's introduction of two IBM-compatible systems to the Dutch market.

**Mike Schorfield**, Director of Financial Services IDC Europa, spoke on September 3 to the Dutch Leasing Companies Organization.

**Will Zachmann**, IDC US, was invited to speak on September 9 by IBM's European INS Center in Zoetermeer, The Netherlands.

**Hubert van Onna**, Managing Director of IDC Benelux, had several speaking engagements with: Softkey, Holland's biggest distributor of packaged software for micros; Triumph-Adler, the office automation company, that was recently acquired by Olivetti; and spoke at a meeting of Econocom management on September 8.

**Bernell Wright**, from IDC's subsidiary in New York, LINK Resources, has been invited by Phillips in The Netherlands to be the key speaker at a conference in Holland for the financial community at the end of November, 1986.

## Did You Know?

Keeping the calendar organized hasn't been easy through history. Because our year is really 365 days, 5 hours and 48 minutes long we add an extra day to February every four years. In the days of Julius Caesar, however, they had no leap year, so they found their calendar trailing the seasons by over two months. To solve the problem, in 46 B.C., Caesar added 23 additional days to February and squeezed 67 days in between November and December. This is noted as the "year of confusion." In hopes of solving all this, Caesar then instituted the leap year which we still use today.

## Mark Your Calendar

Each week IDG Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| Sept. 25 - 26 | CWCI President,<br>Publishers & National<br>Sales Managers<br>Unified Strategy<br>Meetings<br>Crowne Plaza<br>Natick, MA |
| Oct. 2 - 3 | Computerworld Strategy<br>Session<br>Framingham, MA |
| Oct. 7 - 10 | European Managers<br>Meeting & 1987 Budget<br>Preliminaries<br>London, England |
| Oct. 7 - 10 | CW Editorial Fall<br>Meeting<br>Treadway Inn<br>Wellesley, MA |
| Oct. 13 | Computerworld Informatika<br>Board of Director's<br>Meeting<br>Budapest, Hungary |
| Oct. 23 - 24 | "Worldwide Market<br>Opportunities"<br>IDC's International<br>Planning Service<br>Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues<br>& Strategies"<br>IDC's 1986 Fall Executive<br>Conference<br>Marriott's Rancho<br>Las Palmas<br>Palm Springs, CA |
| Nov. 4 - 7 | European Manager,<br>VP Pacific Region,<br>General Manager<br>- Latin America<br>1987 Final Budget<br>Meeting<br>Crowne Plaza<br>Natick, MA |

# IDG SUMMER FUN

Each of IDG's Companies in the US held parties recently to celebrate summer! *IDG WORLD Update* was able to obtain photographs and stories from each event.

*Back Row: Jim Manning, Jim Salanga, Frank Smith, Debbie Thistle, Marsha Lindsey, Rich Buroni, Phil Rentz.*

*Sandra Young directs ISB & IDG Tug of War*

*Chairman Pat enjoys the picnic*

*Francie Benedict, Robin Silverman, Susan Perry, Laura Cameron, Vickie Harding*

*Ann Baker, David Parker, Vickie Harding, Mary Dolaher, Lisa Morse, Lucy Sheehan*

## INTERNATIONAL DATA GROUP

IDG held their summer picnic, organized by **Susan Perry** and **Linda Bowes** on August 26, at Glenn Ellen Country Club. Over 80 attended from IDG's staff as well as the Information Services Bureau (ISB). A highlight of the day was the tug-of-war, won twice by IDG who trounced the ISB. Everyone enjoyed golf, tennis, volleyball, and swimming, — especially the pass the grapefruit contest.

## CWCI

CW/Framingham held their annual summer party on Friday, June 27. The theme this year was "sunglasses". The party was catered by Gourmet Caterers of Roslindale, MA with music provided by DJ **Keven Smith** from IDG.

Prizes were awarded for the best four pairs of sunglasses. First prize went to **Rick Ciliberto**, Administration; second to **Mark Wendzell**, guest; third to **Tom Monahan**, Production; and fourth to **Deb Goldstein**, Direct Marketing.

*Lee Vidmer awarding prizes to finalists in sunglass contest.*
*Left to right: Leslie Miller, Deb Goldstein (4th prize), Pauline Smith, Fausto D'Amelio, Mark Wendzell (2nd prize), Tom Monahan (3rd prize), Rose-Marie Fitzpatrick, Rick Ciliberto (1st prize), Cynthia Frawley, Chuck Ladouceur and Lee Vidmer, President CW/Framingham.*

*"Thumbs Up"*

*Jack Edmonston, Tom Monahan, Mitchell Hayes, Steven Delacy*

*"The Vacationers"*

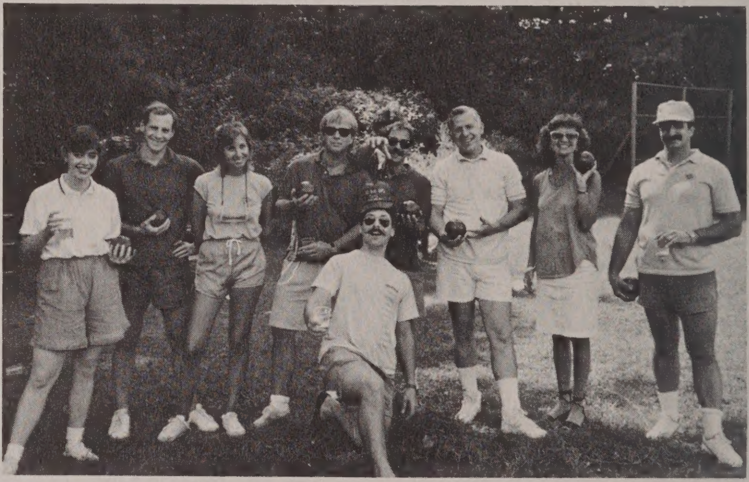
## IDC

On August 20, IDC held their company picnic at the Sheraton Boxborough. The surprise location was kept a secret until the last minute by organizer **Tim Caffrey**. Over 150 employees attended enjoying swimming, and spirited games of volleyball and bocci. Staff also had the opportunity to have their caricatures done. Also, **John DeSousa** volunteered to make the dessert for the crowd, a layer cake festooned with a variety of international flags.

*Watch for that Spike!*

*Say Cheese!*

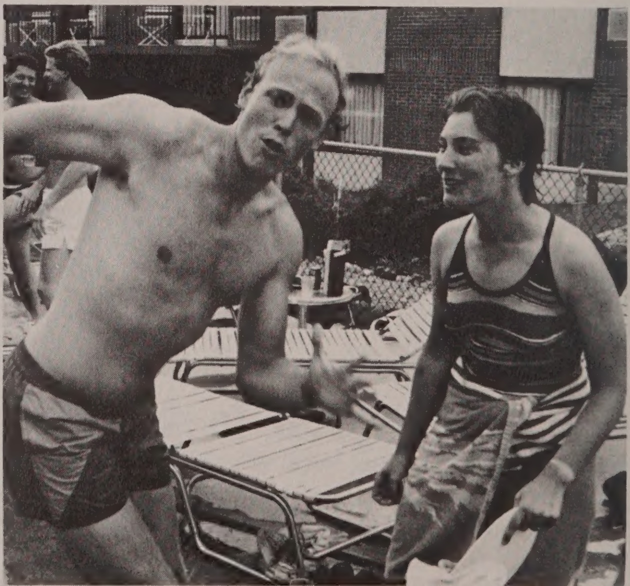
*Jean Kane, Tim Caffrey (picnic organizer), Marcia Blumenthal, Diane Martin, David Brown, Ellen Levin, Lori Cardarelli*



*IDC plays Bocci*

*Left to Right: Katie Riordan, Peter Cohen, Alexa McCloughan, Kim Myhre, Evan Moltz, Larry Bishop, Nina Ricci, Aaron Goldberg Front: Doug Gold; Back: George Newman*

*"Let them eat cake!"*



*Boogie! Adam Zais & Marcia Brooks*

IDG WORLD UPDATE

# The Local Loop

Volume 16 Issue 38 September 22, 1986

## Secretary

Financial Services has an immediate full-time position available for a dependable secretary. Excellent typing, office and organizational skills are required; a good telephone manner is essential; must exercise flexibility and independence. Word processing experience is necessary, Wang preferred. Interested candidates should send their resume to Janet Bird, IDC, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200 x649.

## Entry-Level Secretary

IDC's Corporate Services Department has an immediate opening for an entry-level secretary. Job duties will include typing, filing, switchboard relief, daily maintenance and updating of the company prospect list, and other tasks. Some knowledge of the Wang WP System would be helpful. Qualifications include good typing skills (50 wpm), detail oriented, self starter, and good communications skills. If interested, send resume to Ann Clark, IDC, 5 Speen Street, Framingham, MA 01701 or call (617) 872-8200 x270.

## Client Service Representative/Research Analyst

IDC has an immediate entry-level opening in its Leasing Planning Service (LPS) program for a Client Service Representative/Research Analyst. IDC offers a challenging and fast-paced environment as well as the opportunity to learn the dynamic high-tech computer industry with a major emphasis on the leasing aspect of the computer market. Primary duties will include supporting the Account Manager in handling client inquiries, analyzing computer industry announcements, monitoring secondary computer market trends, and working with numbers. The ideal candidate will possess strong analytical, communicative, and writing skills. A degree in Business or Finance is preferred, but not required. Send resume and cover letter to Mary Jakubowicz, International Data Corporation, 5 Speen Street, Framingham, MA 01701.

## Review Editor

AmigaWorld magazine has an opening for a review editor. Responsibilities include soliciting products for review, maintaining a database of companies and products, assigning, editing, and some writing of reviews, compiling buyer's guides, and dealing with companies. Some travel is involved. Applicants must be willing to work with computers on a daily basis and possess good organizational and editing skills. Candidates should possess a journalism or English degree--or the equivalent in work experience--and be willing to meet strict deadlines. Interested applicants should send resume to Guy Wright, AmigaWorld Editorial, 80 Elm Street, Peterborough, NH 03458, (603) 924-9471.

## Sales Secretary

This position will report to the Sales Manager of Digital News. Your responsibilities will include, typing correspondence, telephone contact with clients, travel arrangements, distribution of sales leads and promotional items and general administrative duties necessary to the job. The ideal candidate will possess both excellent organizational and communication skills, as well as a pleasant telephone manner. A minimum of two years office experience is required. If you want to learn the publishing world from top to bottom, if you want to work hard and be rewarded for it, then Digital News is the place for you. Please call Jim McClure, National Sales Manager, Digital News Publishing, Inc., 33 West St., Boston, MA 02111, (617) 482-8470.

## Clerical Position

CW Communications/Inc., is in need of a person to assist in supporting the Corporate Services Group. This is a full-time entry level position. Duties will include: telephone coverage, dictaphone transcription, making travel arrangements, opening and sorting mail, typing and filing as well as various other clerical duties. Will also be trained to send electronic mail and telexes. We offer pleasant working conditions in modern offices and a comprehensive medical/dental/vision plan. To apply please send your resume to Marion Kibbee at 375 Cochituate Road, Box 9171, Framingham, MA 01701-9171. No phone calls please.

Friendly, clean, well-trained "Spitz" dog (looks like a miniature samoyed). Free to good home. Fluffy, white, purebred named "Punkin". Weighs 14 pounds - 11 years old but acts 11 months. For info call Rebecca Segal 872 8200 x321.

FOR SALE 1979 Jeep Cherokee, 6 cyl., 3 speed standard transmission, new 32" B.F.G. radials, new 3" suspension lift, digital stereo, 76,000 miles, $3,900. Call Andy, days - 528-0910, nights after 6:00 - 528-0284.

FIREWOOD FOR SALE - Honest Aaron's Firewood -- A special offer to all IDC/IDG/CWCI employees and families wishing to stay warm this winter. All hardwood (Oak and Maple, a tiny bit of Cherry) firewood for sale. Special price before the season. Cut/Split/Stacked/Delivered $110 per cord (128 cu. ft.), and $60 per half cord. If you are so inclined, come on by and fill your car's trunk for $20, station wagon for $30, or pick-up truck for $70. Call Aaron Goldberg at IDC x224.

HEADS UP ALL SKIERS - Join Team NASTAR. For intermediate level and up skiers, I am organizing teams to ski dual giant slalom courses at Mt. Wachusett. Skiers qualify for gold, silver or bronze medals. The races are every Wednesday evening for nine weeks beginning January 7, 1987. Please call Eva Gordan at x339 for more information.

FOR SALE - 1982 Volkswagon Scirocco. Excellent condition, 49K miles, sunroof, Blaupunkt stereo cassette, air conditioning. $5,000. Call Jeanne at IDC x668.

FOR SALE - 1985 Yamaha FJ100 - Must Sell! This bike is in fantastic condition! It has been tuned regularly, and has had regular oil changes every 1,000 of its 8,000 miles. This offer includes a tank bag, tail bag and saddle bags (approximately $300.00 worth of luggage). It is being sold for $3,500.00. Anyone who knows motocycles knows that this is a steal!! If you have any questions and are interested in this offer, please call Kathy Overton at Micro Marketworld 879-0700 x376.

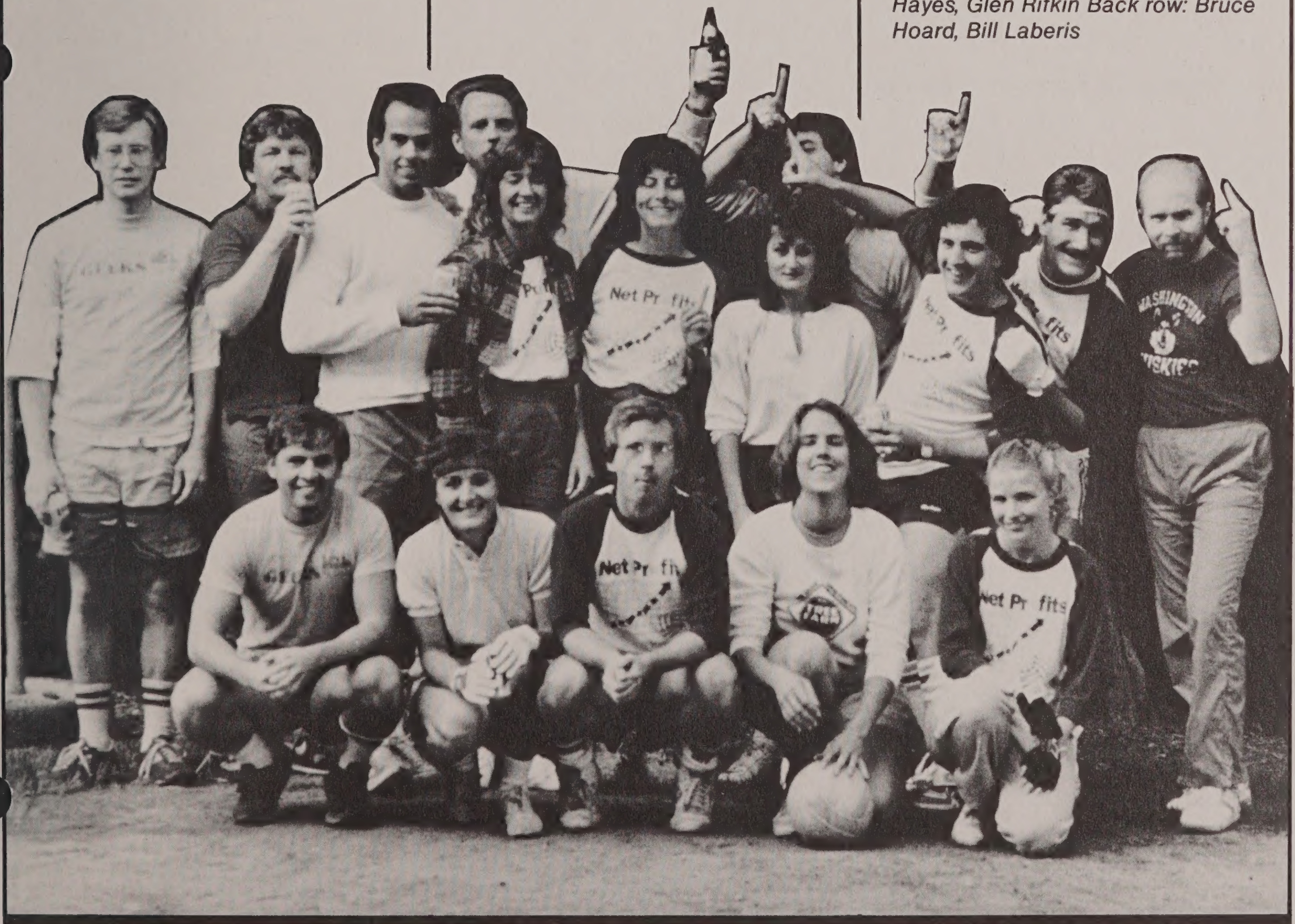
**Sports Beat**

# Net Profits Win Championship in CWCI Volleyball

After dominating regular season play in the CWCI Volleyball League, the Net Profits powered their way through the playoffs and championship series to take the title. Led by such stars as **Ed "The Animal" Scannell, Liz "Uurff" Horwitt,** and **Jeff "Mud Slide" Pennet**, the Profits took three straight from the tough Sleek Geeks to win the coveted championship trophy.

The Net Profits were clearly the dominant team in the league this season, finishing with a 46-6 record. The team won consistently due to the play of every team member. "Everyone contributed," Hayes said. "If someone's game was off, someone else played great to make up for it." The roster of champions: **Mitchell Hayes**, captain, **Jeff Pennet**, co-captain, **Donna Doody, Bill Laberis, Parth Domke, Glenn Rifkin, Pat Heal-Erickson, Ed Scannell, Laura Fredrickson, and Liz Horwitt**. The underlined names (ex "Bleeding Heds" team members) won the trophy last year.

Although the Geeks put up a tough fight, led by such competitors as **John Dix, Lory Zottola, Alan Hopkins, Susan Blakeney, Paul Korzeniowski, Deb Fickling and Mike Fahey**, they lacked the overall finesse of the winners. The absence of sometime Geek, **Bruce "Akeem" Hoard** certainly hurt their chances. Like the Celtics, the Profits are now looking for two in a row.



*L to R, 1st row: Paul Korzinowski, Sue Blakeney, Ed Scannell, Deb Fickling, Laura Frederickson 2nd row: Alan Hopkins, Mike Fahey, John Dix, Parth Danke, Liz Horwitt, Lori Zottola, Jeff Pennet, Mitchell Hayes, Glen Rifkin Back row: Bruce Hoard, Bill Laberis*

## Anniversaries

**One-Year**
Margaret M. Post, IFW
David Raths, IFW
Riva Bennett, LR
Melissa L. Christie, CWCI
James A. Martin, CWCI
Christie A. Sears, CWCI

**Two-Year**
Ellen M. Staelin, IDC
Sue Flanagan, CWC/P
Fred Parker, CWC/P

**Three-Year**
Dorothy Mager, IDG
Stephen Robbins, CWC/P
Karen M. Mandell, CWCI
Doug Vassall, CWC/P

**Five-Year**
June Jarest, CWC/P
Arthur A. Shields, PCI

**Six-Year**
Jane R. Creighton, CWCI

**Seven-Year**
Judith M. Kramer, IDC

**Eight-Year**
Dorothy Lanciloti, IDC

IDG
WORLD
update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Title of article ____________________
Description: ____________________

IDG

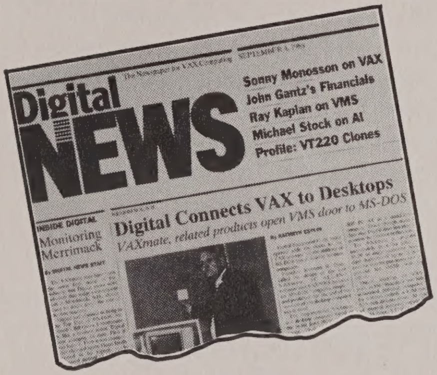
WORLD

VOLUME 16, NUMBER 39 SEPTEMBER 29, 1986 *update*

# *Digital News* Debut

CWCI is launching its newest venture, *Digital News*, on September 29. *Digital News* is a biweekly slick newspaper that will reach over 60,000 controlled circulation subscribers with its first issue and more than 70,000 by January of 1987.

Despite the fact that *Digital News* is not alone in the DEC marketplace, (*Digital Review, Hardcopy* and the *DEC Professional* are its major competitors), *DN* has differentiated itself in several areas. "*Digital News* is not another DEC market publication," says Publisher **Pat Kenealy**, "It's the first VAX market publication. All our research shows that the DEC market is becoming a VAX market and that VAX computer owners buy more than their DEC PDP-11. By focusing our circulation and editorial product on the most active, fastest growing part of the DEC market, we will offer advertisers lower out-of-pocket costs, higher efficiency and an editorial environment that will be read before and more closely than the industry's more general publications." Publisher Pat Kenealy has assembled a highly-qualified editorial team led by Editor **Corey Sandler**. Their combined high-tech journalism experience averages 9 years. Also, much of the *Digital News* staff comes from within CWCI's seasoned ranks including National Sales Manager, **Jim McClure**, Sales Support Manager, **Anne Hadley**, Assistant Managing Editor, **Becky Batcha**, Southeast Sales Manager, **Ray Corbin**, Production Manager, **Marlene Stibal**, and Recruitment Advertising Manager, **Jay Novack**.



Digital NEWS

Sonny Monosson on VAX
John Gantz's Financials
Ray Kaplan on VMS
Michael Stock on AI
Profile: VT220 Clones

INSIDE DIGITAL
Monitoring Merrimack

Digital Connects VAX to Desktops
VAXmate, related products open VMS door to MS-DOS

Editor Corey Sandler said, "*Digital News* stands apart from its competitors in the strength and experience of our staff and our commitment to journalistic excellence. Unlike the other publications out there, we will work hard to avoid the 'rumor mill' and concentrate on reporting the facts when and where they occur in the most timely manner possible. Our computerized production system will be an important factor in making this happen."

From a sales perspective, *Digital News* is ahead of plan running 29.38 pages of paid display advertising and 1.05 pages of classified advertising for its first issue. This is due in large part to the sales force who average more than ten years sales experience, much of it selling computer-related advertising. Hats off to **Bill Pryor**, Northeast, **Dana Shaw**, Southwest, **Carol Sacino**, Northwest and **Ray Corbin**, Southeast.

*DN* is highly responsive to its readers' needs for immediate information on industry developments and issues thanks to an automated production system and some clever airlift trafficking by **Bob Wescott** at *CW*. *Digital News* is also one of the most heavily automated newspapers in computer publishing, using micros in field offices and a MicroVAX II and the Harris 8300 page layout system in its Boston headquarters. Stories are reported, written, edited, typeset and laid out on screen. The result of *DN's* state-of-the-art automation is that issues have editorial closes Fridays at noon and are on subscribers' desks by the following Monday morning.

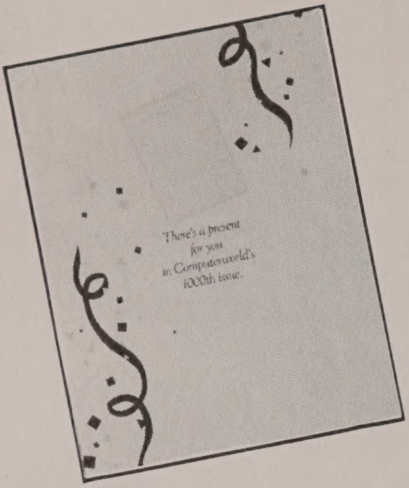
*Editor's Note: Look for an in-depth profile on the Digital News staff in an upcoming issue of IDG WORLD Update.*

**Inside**

- ***Computerworld's* 1,000th Issue**
- **15th Year Anniversary Celebration**

**News of Note**

## *Computerworld's 1,000th Issue!*



*Computerworld* (*CW*) will be celebrating more than 19 years as the computer industry's top publication on November 3rd when it will publish its 1,000th issue.

In addition to its regular editorial content, *CW's* November 3rd issue will also include a special section which will examine the continuing impact of computer technology on the world. This "Trip Back to the Future . . . and Beyond" will take readers from the early days of the computer pioneers through 40 years of computing concluding with a glimpse into the next 40 years.

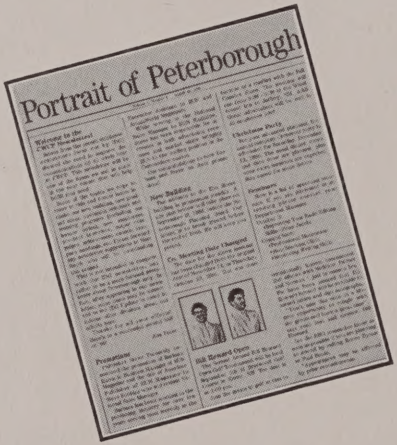
*CW's* marketing and sales department is kicking off a promotional campaign designed to generate increased advertising. The theme is, "There's a present for you in *Computerworld's* 1,000th issue." The gift to potential advertisers is the opportunity to double their media coverage by running and ad in either the regular editorial section or the special section and receiving the second ad for only $1 a line.

*Editor's Note: As CW's 1,000th issue draws closer we will continue to update you with information on this special edition.*

## Jeff Kaplan Appointed Director

**Jeff Kaplan** has been promoted to Director of IDC's Communications Research Programs. Over the last three years, Jeff has continued to be a driving force behind the success of IDC's communications research programs. Most recently he was Manager of Client Services for the group overseeing all client activities. In his new position, Jeff will assume responsibility for all aspects of program management and administration for both Communications Industry Research (CIR) and the Communications Technology Service (CTS) programs.

## Portrait of Peterborough



The editors of *IDG WORLD Update* have discovered yet another in-house newsletter entitled, "Portrait of Peterborough." This publication is for the employees of CW Communications in Peterborough, NH. The newsletter is inserted in Update on a bi-weekly basis in order to keep Peterborough staff better informed about local news. Welcome! We look forward to hearing from them and hope to share some of their good news with Update's worldwide readers.

## New Addresses, etc.

IDC Asia's new fax number is:
852 5 807 0684

IDC Finland
Mr. Heikki Keranen
Vallikatu 9
02600 Espoo
Finland
Tel. 0-513-9888
Telefax 0-515-627

**Book Review**

## *A Kick in the Seat of the Pants*

For anyone wishing to become more creative, the book, *A Kick in the Seat of the Pants,* may be just what the doctor ordered. It combines the fun of a workbook with near-immediate rewards for the effort it demands. Without doubt, it will jog your creative juices into a state where you will see things you have never seen before, think thoughts you never would have come up with before.

It places the reader in four creative roles, as explorer, artist, judge and warrior. Though these roles may sound strange in the reporting, they turn out to produce hard-hitting and practical approaches to becoming more innovative.

In various chapters it explores such a wide range of topics as:

- How one thing can lead to something completely different
- How to slay a dragon
- Find ideas you already have
- Is the idea an Aha! or an Uh-oh?
- How to put a fire in your belly and a lion in your heart.

The examination of four roles in the creative process is a powerful idea.

*A Kick in the Seat of the Pants* is by Roger von Oech, Harper and Row, New York.

IDG WORLD UPDATE
The Local Loop

Volume 16 Issue 39 September 29, 1986

Effective September 15, 1986 travelers entering France will be given a temporary visa at the port of entry. No advance documentation is required. Effective October 1, entry will not be allowed without a formal visa obtained in advance through a French Consulate. The French Consulate (3 Commonwealth Ave., Boston) has advised that a valid and signed passport, one photograph, one visa application form and a ticket or letter from a travel agency will be required. There will be a fee but it has not yet been determined. Processing time is overnight (24 hours.) For those employees not in the Boston area, please contact your local French Consulate for more information.

## Danforth Museum of Art--Framingham, MA

| | |
|---|---|
| Exhibitions<br>through<br>October 12 | Milton Avery's Birds and Beasts: 1931-1963<br>Oil paintings, watercolors, monoprints, and woodcuts. |
| | White Light<br>A retrospective exhibition of prints and drawings by the Danish Expressionist Palle Nielsen. |
| | A Memory of Clean Water<br>Project II installation by Betsy Damon. Funded by the Massachusetts Council on the Arts and Humanities. |
| October 5<br>Sunday<br>Artist's Talk<br>4:30 p.m. | Artist's Talk<br>Betsy Damon will talk about her work and the making of the Project II installation, "A Memory of Clean Water." Free. |

For further information call 620-0050.

## Ad Graphics Production Coordinator

80 Micro, is looking for an Ad Graphics Production Coordinator. In this position you will be responsible for the logging in and quality control of ads in preparation for printing. You will also assist the Production Manager in the Production of the magazine. You must have experience in paste-up and type specifing, and have an understanding of print production. Design ability is a plus. Send your resume to Judy Walker, CWC/P, 80 Micro Magazine, 80 Pine Street, Peterborough, NH 03458. No phone calls please.

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Word Processing Assistant

The IDC Consulting Group has a newly created position for a Word Processing Assistant. Wang WP experience preferred, but willing to train good typist. The job entails extensive Wang word processing, as well as a wide variety of clerical duties. For an enthusiastic person, eager to work in a fast-paced environment, we offer a good starting salary, an excellent benefit package, overtime compensation, and the opportunity to work with an interesting diversified group. If you would like to join our growing team, please contact Jeanne DeFlorio for an interview at x384.

Friendly, clean, well-trained "Spitz" dog (looks like a miniature samoyed). Free to good home. Fluffy, white, purebred named "Punkin". Weighs 14 pounds - 11 years old but acts 11 months. For info call Rebecca Segal 872 8200 x321.

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HEADS UP ALL SKIERS - Join Team NASTAR. For intermediate level and up skiers, I am organizing teams to ski dual giant slalom courses at Mt. Wachusett. Skiers qualify for gold, silver or bronze medals. The races are every Wednesday evening for nine weeks beginning January 7, 1987. Please call Eva Gordan at x339 for more information.

FOR SALE - 1982 Volkswagon Scirocco. Excellent condition, 49K miles, sunroof, Blaupunkt stereo cassette, air conditioning. $5,000. Call Jeanne at IDC x668.

FOR SALE - 1985 Yamaha FJ1100 - Must Sell! This bike is in fantastic condition! It has been tuned regularly, and has had regular oil changes every 1,000 of its 8,000 miles. This offer includes a tank bag, tail bag and saddle bags (approximately $300.00 worth of luggage). It is being sold for $3,500.00. Anyone who knows motorcycles knows that this is a steal!! If you have any questions and are interested in this offer, please call Kathy Overton at Micro Marketworld 879-0700 x376.

# 15th Year Anniversary

**Nancy Scull**, Vice President of IDC's Consulting Services, recently celebrated her 15th anniversary with the company. Chairman **Pat McGovern** presented her with a gold watch at IDC's company meeting in August to commemorate the event.

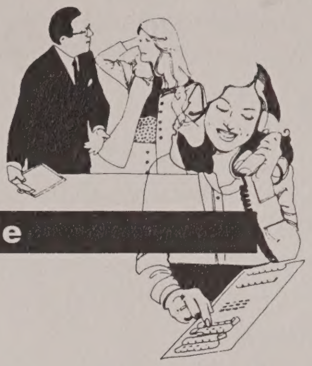
Nancy began her career at IDC in 1971, writing articles and conducting market analysis of new subscribers for the *Gray Sheet* newsletter. She went on to become an analyst in the then centralized Research Department. During that time she handled her first consulting project for the company — an indication of things to come. The client commissioned IDC to do an acquisition study, identifying and assessing target time-sharing companies.

Nancy went on to hold various positions in the Corporate Planning Service, including Research Manager then Account Manager and then Director. In 1976, she spun off a new service, Software and Services Information (SASI) program, and served as its first Director. While involved with SASI (now SIR), Nancy built that service into a half million dollar business for IDC.

Throughout this time, IDC's consulting projects were handled by a separate research group, but in 1978, this activity was added to each Program Director's responsibilities for his/her own client base. Then in 1979 it was decided to centralize the management of the custom work. Nancy was named Director of the IDC Consulting Group, and was promoted to Vice President in 1983.

Despite the ups and down of this business, Nancy has developed it to a $1 million annual revenue level. The group is made up of a "critical mass of 20 top analysts" who operate as a team working cooperatively on 30-50 projects each year. According to Nancy, "Consulting is an intense business. There is nothing the same about any two days. But I tend to thrive on challenge and find boredom my enemy. We work very hard but there are many rewards — "tangible and intangible."

*Nancy Scull, IDC Vice President, Consulting Services*



## People

**Mike "Tubby" Turner** has recently joined the UK IDC office as the Managing Consultant. Mike, already impressive in his new role, claims he will bring some 'zap' into the department. His pastimes include running a windsurfing school near Brighton, England.

**Chris Clyne**, District Manager, and **Mary Petrosky**, West Coast correspondent for *Network World*, have announced the appointment of **Danna Carney** as Northern California Sales and Editorial Assistant. Danna will handle client requests and correspondence and work on special projects. Danna brings enthusiasm and professionalism to the position and is a definite asset for *Network World*. Welcome Danna!

**Jeffrey Frentzen** has joined the *80 Micro* staff as the Review Editor. Jeff is an escapee from the University of California Journalism School. He has had several years of freelance writing experience as well as scriptwriting work for PBS and the Academy of Applied Science video projects. Jeff was the Managing Editor of *Cinefantastique*, a film magazine. More recently Jeff co-managed a Commodore BBS in the Concord, NH area. Welcome aboard Jeff!

**Laura Livingston** is the new Advertising Secretary for *RUN* and *AmigaWorld* magazines. She recently graduated from Plymouth State College with a BA in English. Laura moved to Peterborough several months

*Continued on next page*

## Anniversaries

**First-Year**
Barbara Gluesner, IDC
Arthur P. Guercilena, IDC
Carol A. Powers, IDC
Nancy I. Zeidner, IDC
Eric Lach, IFW
Carol D'Agostino, ESU

**Two-Year**
Mary C. Moran, CWCI

**Three-Year**
Phyllis Pittet, CWC/P
Stephen D. Twombly, CWC/P
Rory O'Connor, IFW
Elizabeth Johnson Morris, CWCI

**Four-Year**
Ann Marie Cuccaro, IDC
Helen V. Vartabedian, IDC

**Five-Year**
David J. Brown, IDC

**Six-Year**
John Hart, IDC
Steven Woit, CWCI

**Seven-Year**
Howard Happ, CWC/P

IDG WORLD update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa Morse
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## People

*Continued from previous page*

ago intending to obtain a position in a publishing company in the area. We are glad she chose CWC/P!

**Beth Jala** has joined *RUN* Magazine as the Review Editor. Most recently Beth worked as an assistant editor for a weekly newspaper in Florida. Her previous work experience includes working as an associate technical editor for Harris Corp. (a defense electronics firm) and working with a microfilm publisher in NYC. She has a BA in English from Adelphi U. Welcome to *RUN*!

## Positions

The CWCI Corporate Headquarters office has an immediate opening for an executive administrative assistant.

This person will work directly with the Chief Operating Officer of CWCI assisting him with all worldwide operations.

The position will include the following areas of responsibility:

- handle daily correspondence
- electronic mail
- dictaphone transcription
- telephone coverage
- appointment calendar
- travel and meeting arrangements for both US and International
- monthly/annual reports which requires a working knowledge of Lotus
- general support within the CWCI Corporate Headquarters group with other support personnel

The applicant must have at least three years experience in an executive administrative environment, be a self-starter, detail oriented and highly motivated to handle all the demands of a multi-national organization.

Resumes should be submitted to Marion Kibbee at CWCI Corporate Headquarters/ Framingham.

## Mark Your Calendar

Each week IDG Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| Oct. 2 - 3 | Computerworld Strategy Session<br>Framingham, MA |
| Oct. 7 - 10 | European Managers Meeting & 1987 Budget Preliminaries<br>London, England |
| Oct. 9 - 10 | CW Editorial Fall Meeting<br>Treadway Inn<br>Wellesley, MA |
| Oct. 13 | Computerworld Informatika Board of Director's Meeting<br>Budapest, Hungary |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues & Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Nov. 3 | *Computerworld's* 1,000th Issue |
| Nov. 4 - 7 | European Manager, VP Pacific Region, General Manager - Latin America<br>1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |

IDG
WORLD
VOLUME 16, NUMBER 40 OCTOBER 6, 1986 *update*

# Electrifying Expo

CWCI's *MACWORLD*/Expo which was held August 14, 15, and 16 at the Bayside Expo was a huge success — "dynamite" was the word Mitch Hall Show Manager and President of Mitch Hall Associates used to describe it. Both experienced and novice users as well as professionals in the computer industry — 18,000 in all — were able to get a taste of the excitement during this three day event. Exhibitors were pleased with the turnout — some finding their stock depleted considerably at the end of the first day.

Some of the biggest names in the computer industry were on hand to offer "tips, tricks and techniques" to those who attended the Expo. **Jean-Louis Gassee**, Vice President of Product Development at Apple Computer, **Jonathan Rotenberg**, President of the Boston Computer Society and IDC's own **Will Zachmann**, Vice President/Corporate Research were among the notable speakers.

In addition, visitors to the Expo were able to get a look at some outstanding Macintosh products: Microsoft Works, Dynamac — a laptop Macintosh, as well as examples of LaserWriter work groups comprised of several linked Macs.

CWCI's Direct Marketing Department, in cooperation with Mitch Hall Associates, handled the promotion campaign which began many months prior to the event. Several ads ran in various local papers and in business and trade magazines along with frequent radio spots broadcasted locally to promote the show.

Similar efforts will be undertaken to promote upcoming Expos across the country. All signs indicate those efforts will be as exciting and as successful as the *MACWORLD*/Expo in Boston!

*(Left to right) Jonathan Rotenberg, President of the Boston Computer Society; Bill Campbell, Executive VP of Marketing & Sales at Apple Computer and Bill Gates, Chairman Microsoft participated in a panel discussion at the recent MACWORLD/Expo in Boston.*

**Inside**

- **IDC's Consulting Group**
- **CW Publikationen**

**Profile of the Week**

# IDC's Consulting Group

The IDC Consulting Group is dedicated to providing proprietary, custom-designed projects covering a multitude of subjects. If a client has specialized needs that are not covered by an IDC off-the-shelf report, the Consulting Group can design a project to meet their specific needs.

The Group operates on an international scope, working closely with IDC's international offices. This has been a milestone year for expansion into international markets, especially with Japanese companies.

The Consulting Group has industry experts with extensive experience in business planning, marketing, distribution channels, product assessment, and survey design and execution. Some of the areas covered by recent consulting projects include new product/venture analysis, strategic planning, acquisition program design, competitive market analysis, sales effectiveness analysis, end-user needs assessment, and detailed profiles. The group has covered a vast array of subjects and continues to conquer new frontiers. Because the computer industry is rapidly changing, new products, services, and technologies are always emerging. In many cases, the Consulting Group conducts IDC's first research efforts into these new areas.

There are currently 15 full-time members, as well as several additional consultants called upon when needed. Anticipating increased business, the group is looking for additional people interested in a consulting career (see "Positions").

Vice President **Nancy Scull** has directed IDC's custom research and consulting business since 1979. In this capacity, she spends most of her time on marketing, personnel, and business management issues. Nancy's priorities for 1986 have been to build the Group's business in California and generate work for IDC's foreign offices.

Nancy has been with IDC for over 15 years, in which time she has conducted research in almost all facets of the computer industry. She previously served as Director for IDC's Software and Services Information (SASI) Program, as well as for the minicomputer and communications portions of IDC's Corporate Planning Service. Nancy also served as a Contributing Editor to several IDC newsletters.

She serves on the Market Research Committee for the Association of Data Processing Services Organizations (ADAPSO) and is Treasurer of the Associated Alumni of Brown University. In her spare time, Nancy enjoys music, tennis, and spending time at her house on the Cape.

**Ralph Finos** has been with the IDC Consulting Group since 1980. Ralph is a Managing Consultant and was also recently appointed Vice President. He has conducted and managed studies in a wide variety of areas, including Factory Automation and CAD/CAM, Distribution, Supermini Applications, Storage Products, Power Semiconductors, Uninterruptible Power Supplies, Vector-to-Raster Converters, and other key industry segments. In addi-

*Continued on next page*

*Seated: Nancy Scull, Bob Randolph; standing: Ralph Finos, Ron Shugan, Jeanne DeFlorio, Christine Boyle, Nancy Kail, Carola Schropp, Ellen Kitzis; back row: Tom Byrnes, Stuart Woodring, Martha Rounds; missing: Brock Holmes, Ann Morley, Barbara Kitzis.*

tion to conducting and managing projects, Ralph is a major solicitor of new business for the Group.

**Ellen Kitzis**, Ph.D., Managing Consultant, joined the IDC Consulting Group two years ago from the consulting division of Crowntek, Inc. Bringing to the Consulting Group a strong background in quantitative and qualitative research, Ellen has helped strengthen and grow several business lines within the Consulting Group. In particular, she has expanded the Group's ability to address major vertical markets such as health, banking, insurance, and real estate, and to assist companies undertaking acquisition/diversification programs and clients making initial forays into the software and services industry. Outside of the office, Ellen nurtures the intellectual development of a four year old and is refurbishing an antique boat.

**Brock Holmes**, based in Washington, DC, is also a Managing Consultant. Brock has spent the last five years working in business strategy development and implementation. Since joining the group in 1983, Brock has assisted numerous clients in the development and implementation of corporate diversification strategies, and has worked extensively in all phases of this process, including industry overviews, business segment evaluation, acquisition candidate analysis, takeover tactics, and performance monitoring. He has also become a pro at doing graphics on the PC.

**Bob Randolph**, Senior Consultant, joined the IDC Consulting Group four years ago. Based on his extensive quasi-technical and product marketing background, Bob's major contribution to IDC's clients is in the form of assisting in the development of marketing strategies and tactics for either hardware or software products.

Bob has participated in studies ranging from the mundane (protocol converters) to the sublime (artificial intelligence). "I've looked at optical disks, diskettes, electronic publishing, buying software companies, expert systems, fault tolerant computers, etc., and it has all rested on the same skill — how to become an expert in 24 hours." For the real expose of what Bob's been up to for the last few years, read all about it in his article in the September issue of "Business Marketing." Based on a recent extensive project, Bob now considers himself a part of the growing list of this country's experts on doing business with the the Japanese.

**Ron Shugan**, Senior Consultant, joined the Group at the beginning of this year and brings to the organization expertise in the area of field service. Ron has been working in the service industry since 1972 with organizations such as General Electric and Perkin-Elmer. Some of the projects Ron has worked on since joining the Group include the following: development of a service business plan for a major Japanese company about to enter the U.S. with a new computer product line; investigation of spare parts stocking and distribution practices of U.S. field service organizations; a study of discounting practices within the service industry; and a study of "non-typical" service offerings.

**Ann Morley**, Senior Consultant, has been with IDC since 1980 and has recently joined the Consulting Group. Previously, Ann was editor of the IDC publication *Software Watch* and a senior member of the Software and Services Program. During Ann's seven years of experience following the software industry, she has focused mainly on the medium scale and mainframe areas. Her first Consulting Group assignment was a feature-by-feature and strategy comparison of the major office automation vendors. She has just relocated to San Diego, where she will build IDC's West Coast consulting business.

**Carola Schropp**, Consultant, has been with the Consulting Group for over two years. Her areas of concentration include factory automation, distribution, and competitive analysis. She is well-known for her bi-monthly PC updates, where she acts as a synthesizer of information collected from almost everybody on the fourth floor. This profile gives her a chance to express her gratitude to everyone on her list.

Before joining IDC, Carola worked for an Advertising Agency in account work and market research in Atlanta, GA. She has also consulted with European companies which sought to enter the U.S.

**Martha Rounds** has been a Consultant since November, 1985, after three years with IDC's SASI (now SIR) program. In the past year, she has continued her focus on software and services, and has researched a number of markets including cross-industry software, higher education, and insurance. She has also done work in artificial intelligence and the value-added distribution channel. However, her greatest passion is the insurance industry, and she claims to know "more than anyone ever wanted to" about property and casualty insurance agents and third-party health claims administrators.

**Tom Byrnes** has been a Consultant with the Group since 1984 and has worked on everything from ASCII Terminals to Telecommunications trends. Prior to coming to IDC, Tom worked as a journalist in Paris for several years. Outside of work, his time is consumed by

*Continued on next page*

writing and feigning an active membership in the press to gain entry to interesting events.

**Stuart Woodring** joined the Consulting Group last summer. Since then, he has worked on projects in the area of VARs, PC software marketing plans, and new venture development. Previously, Stuart worked for a management consulting firm, Bain & Co., was a member of the Corporate Finance Group at the Bank of Boston, and held a position with the New York Stock Exchange. These previous job experiences have equipped him to deal with the day-to-day activities of the Consulting Group.

**Nancy Kail** worked at Oxfam America, an international development agency, bicycled cross country, and landed at IDC as a Research Associate last January. Her major projects have been vertical market studies in the insurance and real estate industries for a major financial services firm. This summer Nancy went to Zambia, Zimbabwe, and Malawi, where she happily reports not having to see a computer for five weeks.

**Barbara Kitzis** is a Research Associate with the Consulting Group. She, also, has focused most of her time on vertical market studies in the insurance and real estate markets. Prior to joining IDC, Barbara worked at Field Communications (which owns Channel 56) as a Sales Account Representative and a Training Coordinator for accounting and client tracking systems. Barbara was also a partner in an accessories manufacturing company in New York. She enjoys traveling and continues to pursue an interest in the fashion industry.

**Jeanne DeFlorio**, Executive Assistant, has been with the Consulting Group for over three years. Jeanne's newest and most time-consuming responsibility is report and data file sales to other consulting firms. She finds it an interesting challenge and an on-going education in the wealth of information IDC produces. Jeanne also handles client tracking; financial processing; does proofreading, prepares status reports, and generally tries to keep things organized within the Group. A recent major accomplishment is a book she wrote entitled, *IDC Consulting Group Survival Handbook — A Step-By-Step Guide of Operations.*

Jeanne looks forward to finding time to learn how to use the PC to automate administrative functions for the Group. Also, she enjoys doing special projects. For example, she recently read hundreds of government solicitations and contract awards to help analyze the market opportunity for the Consulting Group in the Government sector.

**Christine Boyle**, Production Supervisor, is in charge of all production work for Consulting Group deliverables. In this capacity, she handles final formatting for proposals, presentations, and reports. Christine has done an excellent job of completely taking over the hectic production needs of the Group. Before joining the Consulting Group this summer, Christine was an Administrative Assistant at CWCI. Prior to that position, she was a secretary for IDC's Vendor Services. In her spare time, she enjoys playing the piano and working with theatre groups.

**News of Note**

# CW Publikationen Moves to Bigger (and Better) Offices!

On September 3, 4, and 5, CW Publikationen in Munich moved from their long-standing address in the Friedrichstrasse a couple of blocks away — to Rheinstrasse, also part of Munich's Schwabing district.

The move became necessary because of the tremendous growth CW/Germany has enjoyed over the last few years. The new building now houses

*Continued on next page*

*Moving vans were a permanent fixture in front of Rheinstrasse 26 — CW/Germany's new home — during the week of the move.*

IDG WORLD UPDATE

# The Local Loop

Volume 16 Issue 40 October 6, 1986

## Sales Secretary/Assistant

CW Communications/Inc., has an opening in the Palo Alto sales office for a Sales Secretary/Assistant. Excellent entry-level position for a college graduate interested in marketing or a mature worker interested in re-entering the job market. This position reports to the Regional Sales Manager for Micro Marketworld.

Responsibilities will include: correspondence for Regional Sales Manager, filing, coordination of customer order process, maintenance of large mailing lists, travel arrangements, and other duties as needed.

To qualify you should be well-organized, flexible and able to function with a minimum of supervision, have strong verbal skills and an excellent telephone manner. We offer pleasant working conditions, a comprehensive medical/dental/vision plan and profit-sharing.

To apply, please call Liz Massengill, Micro Marketworld (415) 329-8220.

## Administrative Assistant

CW Communications/Inc. has an immediate opening in their Framingham office for an administrative assistant. This position reports to the Publisher of Boston ComputerNews. Responsibilities include: word processing, correspondence for Publisher and one other salesperson, coordination of customer orders, other administrative duties as needed. To qualify you should be well-organized, flexible and able to work with minimum supervision, have strong verbal skills and an excellent telephone manner. We offer pleasant working conditions, a comprehensive medical/dental/vision plan and profit sharing. To apply, please call Geoff Dodge at (617) 879-0700, or send your resume to Boston ComputerNews, 375 Cochituate Road, Framingham, MA 01701.

FOR SALE 1980 Plymouth Horizon, good condition, 64K miles. $1,500 or best offer. Call Jeanine at IDC x396.

FOR SALE Red 1984 Honda Nighthawk. In perfect condition. Only has 3,000 miles and has had regular check-ups. If interested call (617) 481-6453 or (617) 562-3797 and ask for Chris or Peter. Has to be seen!!!

## Danforth Museum of Art--Framingham, MA

IDG is a member of the Danforth Museum. From September through December IDG World Update's Local Loop will publish events of interest taking place at the museum. For more information call 620-0050.

| | |
|---|---|
| Exhibitions<br>through<br>October 12 | Milton Avery's Birds and Beasts: 1931-1963<br>Oil paintings, watercolors, monoprints, and woodcuts. |
| | White Light<br>A retrospective exhibition of prints and drawings by the Danish Expressionist Palle Nielsen. |
| | A Memory of Clean Water<br>Project II installation by Betsy Damon. Funded by the Massachusetts Council on the Arts and Humanities. |
| October 25<br>Saturday<br>7:30 a.m.<br>Day Trip | Winslow Homer at Yale University Art Gallery<br>A bus trip to view "Winslow Homer: Watercolors" and visit the Yale Center for British Art. Includes bus fare, admission to both museums. Return to Danforth by 5:30 p.m. $40 for Museum members; $45 for non-members. Call 872-0858 for information. |
| October 26<br>Sunday<br>4 - 6 p.m.<br>Opening | THE EIGHT: A NEW SPIRIT IN AMERICAN ART<br>An exhibition of work by Robert Henri, George Luks, Everett Shinn, William J. Glackens, John Sloan, Ernest Lawson, Maurice B. Prendergast, and Arthur B. Davies, whose landmark 1908 exhibition at the Macbeth Galleries in New York heralded the beginning of an independent American art. Through January 4, 1987. For information, call 620-0050. |
| November 8<br>Saturday<br>6 p.m. | Danforth Dinners<br>A private reception at the Museum followed by dinners in private area homes. For information, call the Museum office, 620-0050. |
| November 14<br>Friday<br>9 a.m.<br>Day Trip | Two-for-one: MFA and Gardner Museum in Boston<br>A bus trip to view MFA's "Boston Collects" show. Spend the afternoon at the Isabella Stewart Gardner Museum on a special guided tour. Includes bus fare, museum admissions, and tour. Return by 4 p.m. Museum members, $24; non-members, $26. For information, call 872-0858. |
| December 5 - 7<br>Friday through<br>Sunday | Pre-Christmas Sale in Museum Gift Shop |

Museum Hours: Wednesday-Friday, 12:00 - 4:30 p.m.
Saturday-Sunday, 1:00 - 4:30 p.m.

all departments of CW/Germany, an advantage over the former offices, which had several departments located in other buildings nearby.

The move was spread out over a period of three days, so that most departments could continue working until their desks were moved. Thanks to the hard work and cooperation of all involved, the move went very smoothly.

Soon to be inaugurated with a house-warming party for friends and well-wishers is the CW Cellar Bar — an infamous spot for those in the computer know in Germany.

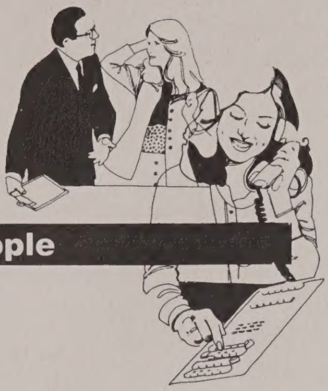
## New Addresses, etc.

Change of address:
Computerworld Italia
Computer Publishing Group s.r.l.
Via Vida, 7
20127 Milano
Italy
Telephone: (02) 26.13.432 r.a.
Telex: 335318

Effective October 1, travelers will not be allowed to enter France without a formal visa obtained in advance through a local French Consulate. Check with your local French Consulate for the necessary documents needed to obtain this visa.

## Positions

IDC's Consulting Group is looking for Analysts, Market Researchers and/or Consultants with computer industry experience. Writing and analytical capabilities are essential. Presentation skills are a plus. Future projects include studies covering superminis, parallel processing/multi-processing, MIS buying decisions, LANs, VAR programs, and the systems integrator market.



## People

**Cindy Peyton** has joined IDC's Vendor Business Unit as an Account Executive. Since her graduation from Purdue University in 1981, with a B.S. in Management-Marketing, Cindy has been in advertising sales management. Most recently she worked for the *Purdue Exponent* and *Computer Decisions'* in the New York Metropolitan market. She was also a technical sales representative with Eastman Kodak Co. Cindy will be based in the Paramus, NJ office, and will cover all of New Jersey and eastern Pennsylvania.

Yes, IDC Canada is Growing! The latest newcomer is **Jessica Klassen** who arrived on the scene September 4, at 9:59 A.M., weighing 7 lbs. 15 oz. Her proud parents are **Wanda** and **Roland Klassen**. Roland is Vice President of Vendor Services. Jessica is causing the family's Bull Terrier, Bo, to worry over sharing his turf! Welcome Jessica!

**Alan Power**, CWCI VP Pacific region, and his wife **April** are the proud parents of a 7½ lb. baby girl, **Alexandra**, who was born Friday evening, September 19 — only two days after Alan returned to Sydney from meetings in Japan with **Axel Leblois**, CWCI CEO, **Shuji Miziguchi**, CW Japan General Manager plus many other key industry leaders in Japan. Congratulations from all IDG friends to the happy family.

## Mark Your Calendar

Each week IDG Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

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| Oct. 9 - 10 | CW's Fall Editorial Meeting<br>Treadway Inn<br>Wellesley, MA |
| Oct. 13 | Computerworld Informatika Board of Director's Meeting<br>Budapest, Hungary |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues & Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Nov. 3 | *Computerworld's* 1,000th Issue |
| Nov. 4 - 7 | European Manager, VP Pacific Region, General Manager - Latin America<br>1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |
| Nov. 10 - 13 | COMDEX Show<br>Las Vegas, NV |

## Anniversaries

**Two-Year**
Mary Dana Noonan, PCW
Madeleine M. Spencer, IDC

**Three-year**
Mary A. Doyle, CWCI
Ronald S. Mastro, CWCI

**Six-year**
Patricia A. Gaudette, CWCI
Raylene J. Robinson, IDC

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

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Bill Sell

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## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please fill out completely.**

Your Name: ______________________________

Title: ______________________________

Company/Department: ______________________________

Address: ______________________________

City/State/Zip ______________________________

Country ______________________________

Phone: ______________________________

E. Mail: ______________________________

Title of article ______________________________

Description: ______________________________

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# IDG WORLD *update*

VOLUME 16, NUMBER 41 OCTOBER 13, 1986

## Communication Networks '87 Tops 1000th Booth Mark

A star-studded cast of high-tech exhibitors including Massachusetts notables have help push CWCI's ninth Communication Networks (CN) exposition, scheduled for February 1987 in Washington, D.C., over the 1000th booth mark.

Companies such as Codex Corporation, Digital Equipment Corporation and Wang Laboratories, Inc., have joined other industry leaders like IBM, Xerox, AT&T and GTE Telephone Operations as exhibitors at Conference Management Group's (CMG) annual telecommunications production.

Over 300 exhibitors will occupy over 250,000 square feet at the Washington Convention Center next February to promote their telecommunications products and update their customers. This makes CMG's flagship production one of the largest top 100 trade shows in the country.

The logistics of planning and executing such a show for a concentrated, three-day period are staggering. "It's like creating a small city," said CMG President **William Leitch**. "Everything from security forces to medical services, administrative offices to conference facilities, must be geared to facilitate information flow from exhibitor to attendee."

CMG helps exhibitors gain maximum exposure by providing marketing avenues such as breakfast, luncheon and floral garden sponshorships; private function room rentals for entertaining prospective buyers; advertising space on shuttle buses; and free new product promotions. The company also attracts "quality" attendees for exhibitors with such incentives as top-flight conference programs.

Communication Networks has grown dramatically since its debut in 1979 with less than 100 booths and slightly more than 2000 attendees. Over 15,000 attended CN '86, and CMG has already registered a record number for '87. CN is now considered the top telecommunications show in the country.

"Our unique association with the CWCI family, allows us to draw on its vast resources for research, marketing and promotion, which has helped us grow," said Leitch.

*Left to right: Terry Lautenbach, IBM keynote speaker; Chairman Pat McGovern, Bill Leitch and Scott Baum convene at CN '86*

### Inside

- Photo Contest Winners
- *IDG Update* Mailbox

# IDC Acquires OA2, Reorganizes Operations in Hong Kong and Establishes IDC China Ltd.

IDC has further strengthened its presence in the Asia/Pacific region with direct investment and a reorganization of activities: first, by the acquisition of the major Hong Kong-based consulting and market research company — Office Automation Asia Ltd. (OA2), and then by the establishment of IDC China Ltd. on October 1, 1986.

Founded in 1981 by **Deborah Puretz**, OA2 has provided manufacturers and vendors of high technology products with comprehensive and confidential analyses of the Asian marketplace over the last five years.

Effective as of October 1, 1986, Deborah Puretz was appointed Managing Director of IDC Asia Ltd. **Tina Potter** who has been involved in much of the research work carried out by OA2 will be moving across to IDC Asia, now a division of IDC Asia/Pacific which is headquartered in Sydney, Australia.

**Saiman Hui**, who founded IDC Asia and started the newsletter *EDP China Report* in 1982, is appointed Managing Director of IDC China. IDC has been involved in expanding its China operations since 1982. Apart from publishing *EDP China Report*, which is now universally recognized as the most authoritative source of information on the Chinese electronics and computer industry market, IDC also launched the China Advisory Service in 1986 to provide vendors with accurate, continuous and timely information on the fast-growing computer market in China.

**Len Rust**, Vice President of IDC Asia/Pacific, warmly welcomed the addition of the unique skills and talents to OA2 into the IDC organization. "Deborah Puretz and her staff will enable us to expand our services in the rapidly developing Asian market," he said.

IDC will take over OA2's existing office as well as its on-going business operations in Hong Kong.

"IDC's Hong Kong office has been concentrating on the marketing opportunities in the People's Republic of China," said Len Rust, "and it is high time to separate it from the rest of Asia." The new operation under Deborah Puretz will focus on the dynamic Asian marketplace.

The new office of IDC Asia is at

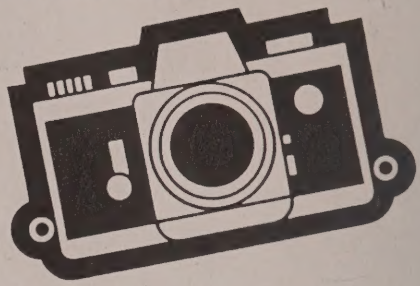
12/F, Seabird House,
22 Wyndham Street,
Central, Hong Kong.
Telephone: 5-216413;
Telex 61416 DMS HX, Attn.: IDC,
Fax: 5-297779.

And the previous IDC office at 903 Citicorp Centre, 18 Witfield Road, Causeway Bay, Hong Kong remains the premises of IDC China Ltd.
Telephone: 5-712110;
Telex: 85513 IDCL HX,
Fax: 5-8070684.

For further information please contact: Deborah Puretz, IDC Asia Ltd; Saiman Hui, IDC China Ltd.; Len Rust, IDC Australia Ltd.

## News of Note

# Photo Contest Winners



The judges decisions are in!!! The 12 winners have been announced. Judges **Ann Bartolotti**, **Marjorie Magowan** and **Mitchell Hayes** had a rough time but they managed to choose 12 winners from the excellent group of entries in the IDG International Photo Contest. After a slow start, the entries poured in and simply proved that there are a lot of talented photographers in this company. Congratulations to the winners and keep shooting for next year.

The Winners:

1st place:
**Glenn Rifkin**
Senior Editor, Features
*Computerworld*
"Kenmore, Scotland"

2nd place:
**Trish Gaudette**
Paste-up Manager
CWCI
"Nicholas"

3rd place:
**Wendy Maclaurin**
Assistant to the Publisher
*inCider*
Peterborough, NH
"Midsummer Night"

4th place:
**Doane Perry**
Senior Telecommunications Consultant
IDC
"Fish Nets, Greece"

State Mutual's

# Wellcare

NEWSLETTER

VOL. VI, NO. 6 "An ounce of prevention is worth a pound of cure." SUMMER 1986

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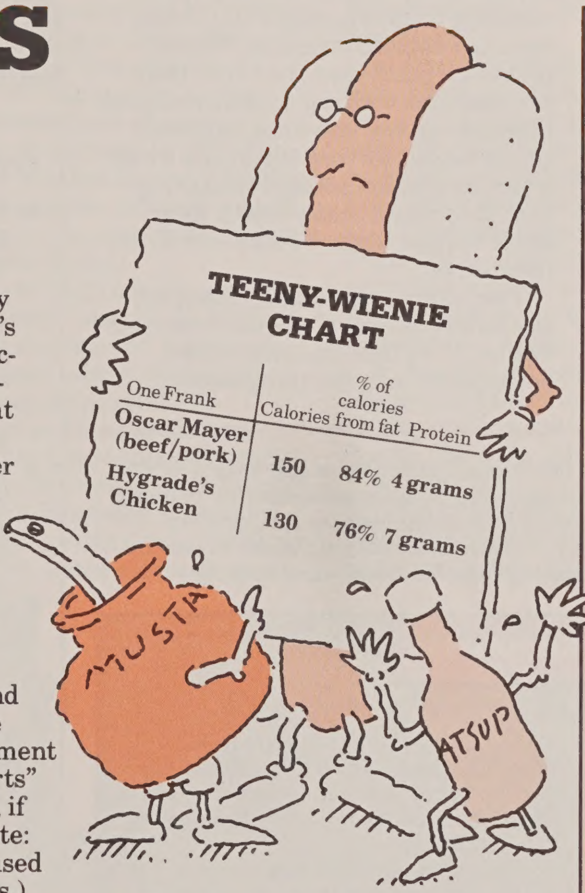
# WIENERS ARE LOSERS

To be frank, the hot dog's only redeeming quality is that it's fun to eat and tastes good. Our recommendation is to enjoy one occasionally—at a baseball game or at your annual family picnic—and to find something else to put under your mustard and catsup the rest of the year.

INTERESTING STUFF

- Americans eat 19 billion hot dogs a year.
- Hot dogs are mostly water and fat. Beef, pork, and/or poultry are used in hot dogs; the U.S. Department of Agriculture allows "animal parts" (snouts, lips, etc.) to be used, also, if such is indicated on the label. (Note: the term "variety meats" can be used as an euphemism for animal parts.)
- There are only about 4 grams of protein in a beef hot dog (a cup of skim milk supplies 9 grams, and a half cup of low-fat cottage cheese supplies 14 grams).
- A beef hot dog supplies about 14 grams of fat—about the same amount of fat that's in three and a half pats of butter.



TEENY-WIENIE CHART

| One Frank | Calories | % of calories from fat | Protein |
|---|---|---|---|
| Oscar Mayer (beef/pork) | 150 | 84% | 4 grams |
| Hygrade's Chicken | 130 | 76% | 7 grams |

- The average hot dog supplies about 25% of the daily recommended level of sodium (2,000 mg.). If you add a bun, catsup, mustard, and/or sauerkraut to your dog, however, you could get more than a day's worth of sodium in a few bites.
- Hot dogs are one of the foods most frequently involved in fatal choking episodes in children under age five. □

## How to 'land' after your vacation

The following tips can help you avoid the letdown of coming home after vacation.

- Make sure your home or apartment is neat and in order before you leave on vacation so that it will be easy to come home to. Arrange to have the grass mowed, and the newspapers and mail picked up while you are away.
- If possible, plan to spend a full day at home after vacationing to unpack, do the laundry, catch up on your mail, grocery shop, etc. That way, you can return to work relaxed.
- It's always good to have something special to look forward to after you get home. Before you leave on vacation, purchase theater or sports tickets, or make other recreational plans for the weeks following your return. □

# What you need if you don't have 'willpower'

**Stephen R. Yarnall, MD, FACC**

I frequently ask patients who tell me they don't have the willpower to lose weight (or maintain a healthful weight) if they would be willing to sign a contract. The contract states that they will be paid *$1,000* for *every* pound they lose that stays lost for more than a year, but requires that they return the money if they ever regain the weight. Individuals mentally calculate that this would mean a windfall of $25,000, $40,000, or more, and immediately want to sign on the dotted line. (Note that not having willpower is not an issue any longer.)

I ask patients who claim they can't quit smoking if they would be willing to quit for one year if I could provide them absolute proof that this would save the life of a five-year-old child who was desperately ill.

"If such a magical commitment from you would save the life of a child," I ask, "would you be willing to quit smoking?" Invariably people's answer to this hypothetical question is yes—they would certainly quit smoking to save a child's life if that were the certain outcome. When I make the point that the Child they are saving is waiting to be born *inside* themselves, the soft-shoe footwork really begins as they try to slip away from the *embarrassing* realization that they could *easily* break their habit to help someone else—but not themselves.

The point is made that changing our habits is *easy* if we have the motivation. If we lack the motivation, perhaps we lack the imagination. □

## The Frugal Gourmet™

*Jeff Smith—the Frugal Gourmet—is best known for his half-hour cooking demonstration series carried by public broadcast stations across the country. A resident of Tacoma, WA, Jeff has taken special interest in low-fat/low-salt cooking since his recent heart surgery.*

### CUCUMBER SALAD

This month's recipe is an attempt at allowing my joy for pickles to be satisfied and, at the same time, allowing me to boast that I have a pickle salad that is low in sodium. This recipe will become a family favorite, I promise!

**4 cucumbers**
**1 yellow onion**
**¾ cup sugar**
**½ cup water**
**1 cup white vinegar**
**1 Tbsp. dried dill weed**

Peel and thinly slice 4 cucumbers. Mix them with 1 very thinly sliced yellow onion. Bring to a boil ¾ cup sugar, ½ cup water, 1 cup white vinegar, and 1 Tbsp. dried dill weed (don't use the seed; use the green weed). After bringing the sauce to a boil, pour it over the cucumber and onions. Chill thoroughly before serving.

This salad is simply heaven on a warm summer evening and it also works well as a garnish at a formal dinner party (and you know that we should declare each dinner a party!). You might also try tossing the salad with a bit of low-fat yogurt and having a lovely luncheon salad. Or, you can use the cucumber and onion slices as a garnish on top of a lightly dressed lettuce salad; very elegant!

© 1986 by Jeffrey L. Smith

# The food you 'chews'

Before tossing something into your grocery shopping cart, take a moment to check the food's package label. The contents of processed foods are always listed in *consecutive order* from "most" to "least;" if the first word on the ingredient label is sugar, for example, that means that the food contains more sugar than any other ingredient.

As a rule, the farther down *sugar, saturated fat,* and *sodium* are on the ingredient label, the more healthful the food is. When you compare two brands of canned, frozen, or packaged foods, the *order* of the ingredients can help you decide which brand is more healthful.

### OTHER NAMES FOR . . .

- **Other names for SUGAR on food labels:** sucrose and other "ose" words (dextrose, fructose, etc.), maple syrup, corn syrup, high fructose corn syrup, corn sweetener, molasses, brown sugar, date sugar, raw sugar, invert sugar, honey, turbinado sugar.
- **Other names for SATURATED FAT:** lard, animal fat, animal shortening, shortening, coconut oil, palm oil, partially hydrogenated—, hydrogenated—, chicken/beef/pork fat, meat fat, butter/butterfat, whole milk solids, cream.
- **Other names for SALT:** MSG (monosodium glutamate), and words such as "sodium phosphate" or "sodium hydroxide" that begin with the word "sodium." □

> "Overweight is often just desserts."

NONPRESCRIPTION PAIN RELIEVERS...

# A new one to pronounce

Now that we've all learned how to pronounce the generic name for Tylenol—acetaminophen—they've sprung a new one on us: ibuprofen. Ibuprofen (brand names: Advil, Nuprin) has been sold over-the-counter since May, 1984; before that time, the Food and Drug Administration (FDA) only allowed it to be sold by prescription.

## INTERESTING STUFF ABOUT IBUPROFEN

- Numerous studies have shown that nonprescription-strength ibuprofen relieves minor pain at least as well as aspirin or acetaminophen. Like aspirin, ibuprofen reduces inflammation (acetaminophen does not).
- There is evidence that ibuprofen is more effective than either aspirin or acetaminophen in reducing dental pain and menstrual pain (it is comparable to aspirin-with-codeine in certain cases). *For mild headaches, minor pain, and fever, aspirin and acetaminophen are just as effective as ibuprofen and are far less expensive.*

For mild headaches, minor pain, and fever, aspirin and acetaminophen are just as effective as ibuprofen and are far less expensive.

- Taking more than two tablets of aspirin or acetaminophen (650 mg.) or more than two tablets of ibuprofen (400 mg.) won't give you significantly more pain relief.
- Both aspirin and ibuprofen can cause stomach problems and bleeding in some people, although ibuprofen seems to cause fewer problems. (Acetaminophen doesn't cause either.) Both aspirin and ibuprofen should be taken with food or milk to help avoid stomach upset.
- Up to 9% of people who take ibuprofen experience side-effects of nausea, lightheadedness, and heartburn.
- People with diabetes, high blood pressure, kidney disease, or ulcers; pregnant women and nursing mothers; and people who are taking diuretics ("water pills") or anticoagulants ("blood thinners") should only take aspirin or ibuprofen with their physician's consent and supervision.
- You should not take ibuprofen while you are taking aspirin, unless your doctor gives the OK.
- Ibuprofen is *not* an aspirin substitute as acetaminophen is; if you experience side-effects or have an allergy to aspirin, check with your doctor before taking ibuprofen.
- Ibuprofen is more expensive than either aspirin or acetaminophen. □

*—Prepared with the assistance of the Pharmacy Department at Providence Medical Center, Seattle, WA.*

## HOW OUR KIDS GET POISONED

**Acetaminophen (Tylenol, Panadol, Datril, etc.) is the medicine most often involved in childhood poisonings, according to a report recently released by the American Association of Poison Control Centers. Ninety percent of poisonings occur at home, says the report and 64 percent of poisoning victims are under 6.**

**Non-drug substances most frequently involved in poisonings include bleaches, disinfectants, and detergents; and plants such as the philodendron and dieffenbachia.**

## Every drug has 3 names

| Generic Name | Brand Names | Chemical Name |
|---|---|---|
| Aspirin | Bayer, Safeway, Western Family Aspirin, Anacin, Empirin, Excedrin, Norwich Aspirin, etc. | Acetysalicylic Acid (ASA) |
| Acetaminophen | Tylenol, Tempra, Aspirin-Free Excedrin P.M., Panadol, Datril, Pamprin, Western Family Non-Aspirin Pain Reliever, Midol PMS, etc. | N-acetyl-p-aminophenol |
| Ibuprofen | Advil, Nuprin (nonprescription-strength)<br>Motrin, Rufen (prescription-strength) | (±)-2-(p-isobutylphenyl) propionic acid |

# 'Little Strokes'

## A Warning

Many (although, not all) of the people who have a major stroke experience little "warning strokes" beforehand. These little strokes are known as "transient ischemic attacks" (TIA's)—*transient,* meaning temporary, *ischemic,* meaning decreased blood supply, and *attack,* referring to the suddenness of the symptoms.

TIA's are the result of a temporarily decreased blood supply to some part of the brain, usually due to a migrating blood clot ("embolus") that temporarily becomes lodged in a narrowed ("atherosclerotic") artery. Or a TIA may be caused by a serious constriction ("stenosis") of one of the arteries in the neck.

While TIA's do no permanent damage to the brain and cause no permanent aftereffects, they almost always signal the existence of significant cerebrovascular disease and are often warning signs of an impending major stroke.

### Q: How often do 'little strokes' happen?

**A:** TIA's may occur many times a day or at weekly or monthly intervals. And, while some individuals have little strokes for several years before experiencing a major stroke, others have TIA's only hours or days before a major stroke.

### Q: How long do 'little strokes' last?

**A:** TIA's can last a few seconds or as long as 24 hours.

### Q: What are the warning signs of a 'little stroke'?

**A:** The warning signs of a TIA are similar to those of a major stroke. (See following list.) The difference is that in the case of a "little stroke," the blood supply to parts of the brain is *not* restricted long enough to do any damage. In the case of a major stroke, the blood supply is stopped long enough for the brain's nerve cells to be damaged.

If you think there is a possibility you are having a "little stroke," call your doctor immediately. Most doctors consider TIA's to be medical emergencies. Prompt attention to these symptoms may prevent a fatal or disabling stroke.

### PREVENTION

All of the research done to date seems to indicate that the primary way of preventing stroke (and other cardiovascular disease) is to *avoid cigarettes, eat right,* and *get regular brisk (aerobic) exercise.* These healthful lifestyle habits will help you maintain a healthful blood pressure (hypertension is the single most important risk factor for stroke) and healthy, plaque-free arteries.

### MORE STUFF ABOUT STROKES

- Strokes occur almost twice as frequently among men as among women until age 50 or so. After that, women have as many strokes as men.
- Blacks suffer more strokes and are stroke victims at an earlier age, on the average, than whites. This is likely due to the fact that blacks are 50% more likely to have high blood pressure. □

### STROKE WARNING SIGNS (TIA OR MAJOR STROKE)

- **A sudden weakness, numbness, or "pins and needles" feeling of the face, arm, hand, or leg, especially on one side of the body.**
- **Difficulty in pronunciation, or the inability to recognize written or spoken words.**
- **Sudden dimness or loss of vision, or double vision. Sometimes described as "a curtain falling in front of the eyes."**
- **Unexplained headaches, or a change in the pattern of your headaches.**
- **Momentary dizziness, clumsiness, lightheadedness, unsteadiness, or sudden fall ("drop attack").**
- **Forgetfulness or some other mild problem with the "thinking mechanism."** □

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# P.A.C.E.

## ...more reliable than heart rate to monitor exercise

**Stephen R. Yarnall, MD, FACC**

You may use the second-hand of a watch or clock to check your heart rate during or after exercise; be aware, however, that heart rate alone is *not* the best way to pace yourself. Heart rate can be dangerous if it's used as the *only* guide to exertion because:

- Most medical and muscular injuries occur early in exercise—before heart rate is taken, and/or they are unrelated to heart rate.
- Your heart rate decreases rapidly when you stop exercising, making it difficult to get an accurate count. A six-second count may easily be in error, especially if you count incorrectly by starting at one instead of zero.
- Taking the carotid (neck) pulse can cause fainting or cardiac arrest in people with an overactive "carotid sinus reflex" or with narrowed carotid arteries.
- Because heart rate is affected by many common medicines, the so-called "target heart rate" is a dangerous or meaningless guide.
- Heart rate is affected by temperature and humidity, by how warmly you are dressed, by recent eating or drinking, by emotions, by certain medical problems, and by the type of exercise you do (you can strain isometrically and increase your heart rate and yet have no aerobic training whatsoever).
- Standard target zone guidelines may cause some people to push too hard, and may hold others back who could do more exertion. (A treadmill test is needed to accurately determine target heart rate.)

Instead of heart rate, use P.A.C.E. to monitor your exercise...

P.A.C.E. (Personal Awareness of Condition and Effort) is an easy way to reduce your risk of injury or medical problems (such as fainting or heart attack) while exercising. It's a *personal assessment of how you feel while exercising* and it's a much more reliable guide than heart rate for monitoring exercise.

### HOW TO P.A.C.E. YOURSELF

As you exercise, you should continuously monitor how you *feel*.

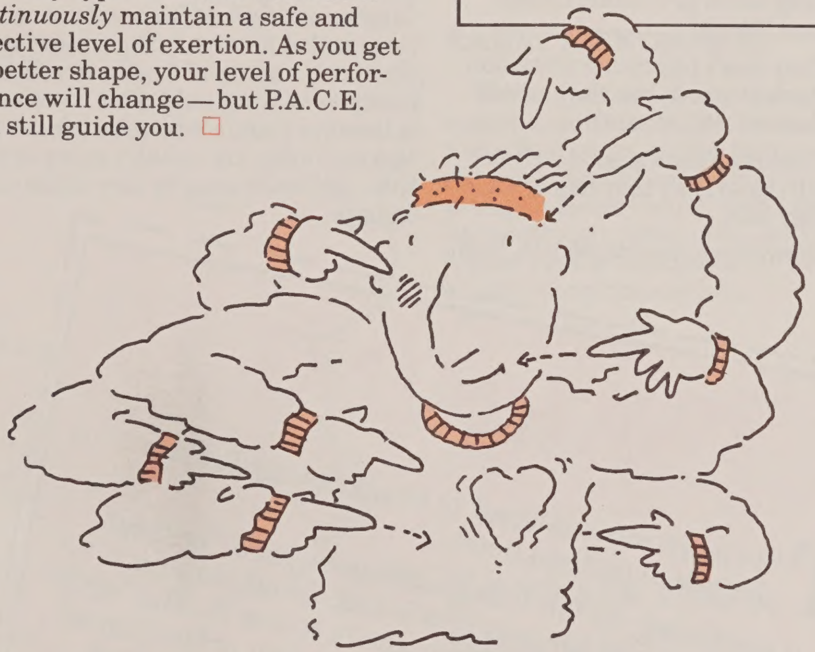
Is there any area of pain or tightness? Are you dizzy or lightheaded or losing the ability to concentrate? Are you gasping for air; can you still talk? How much effort are you exerting? Are you pacing yourself for the duration of exercise that you plan? Is your heart skipping, pounding, or racing in any unusual way?

With practice, you can use P.A.C.E. with any type of aerobic exercise to *continuously* maintain a safe and effective level of exertion. As you get in better shape, your level of performance will change—but P.A.C.E. can still guide you. □

### PREVENTING HEART DISEASE... **EASIER THAN YOU THOUGHT**

Studies indicate that you can significantly reduce your risk of heart attack if you burn *2,000 calories a week* participating in brisk (aerobic) exercises such as walking, jogging, cycling, or swimming. (That's equivalent to about 45 minutes of brisk exercise walking a day; or about 30 minutes of jogging, cycling, or swimming a day.) □

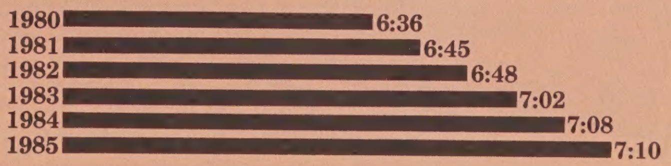
*—The Physician and Sportsmedicine, Vol. 14, No. 4, April 1986, page 187.*



### DID YOU SAY YOU'VE NO TIME FOR EXERCISE?

DAILY TV VIEWING TIME

Total daily average viewing time per TV household, in hours and minutes, as reported by the A.C. Nielsen Co.



## Are you a 'high achiever'?

Dudley H. Hafner, executive vice president of the American Heart Association, believes that people who get a lot done have these things in common:

1. They are always striving to go beyond their previous levels of accomplishment;
2. They are willing to take some risks; they avoid "comfort zones";
3. They do things for the "art of it": they're guided by internal goals, not external factors;
4. They solve problems, rather than place blame;
5. They don't pay much attention to the clock at work, but they aren't "workaholics," either; and
6. They maintain a good balance in their lives so that they can always be at their best. □

*Source: Boardroom Reports, May 15, 1986*

THE 3 RULES OF GOOD COMMUNICATION

1. Have something to say.
2. Say it.
3. Shut up.

—**Alben Barkley**

### HA-HA YOUR WAY UP THE LADDER

According to a survey conducted by Burke Marketing Research, Inc., of Cincinnati, 84% of corporate executives polled believe that employees who have a sense of humor are more likely to be promoted. This, they say, is because people who take life a little less seriously are usually more creative, and more open to new ideas and change. □

## WARNING

This machine is subject to breakdowns during periods of critical need.

A special circuit in this machine called a "critical detector" senses the operator's emotional state in terms of how desperate he or she is to use it. The "critical detector" then creates a malfunction proportional to the desperation of the operator. Threatening the machine with violence only aggravates the situation, and an attempt to use another machine may cause it to malfunction as well. Stay cool and say nice things to the machine. Nothing else seems to work. □

"Never let anything mechanical know you are in a hurry."

*Post this warning on the machine of your choice.*

### HOW DO YOU DEFINE 'OLD'?

A Cadwell Davis Partners poll of 1,007 adults found that people's definition of "old age" is relative to their present age...

When asked to define "old age," people under age 30 said 63 was old; people between 30 and 39 said 67 was old; people between 40 and 49 said 70 was old; people between 50 and 59 said 71 was old; people between 60 and 64 said 73 was old; and people over 65 defined "old age" as being over 75. □

## Reduce stress by your choice of words

You can climb out of bed in the morning and tell yourself it's going to be a "terrible" day, or a "difficult and demanding" day, or you can tell yourself it's going to be a day "full of challenges." You can tell yourself that a co-worker is "mean and manipulative," or you can tell yourself that "he's doing the best he can for the kind of guy he is." You can label something as a "problem" or as an "opportunity."

Take a look at the negative things you say to yourself about situations and people throughout the day. Learning to describe situations and people using positive, nonjudgmental language can go a long way in helping reduce self-imposed stress. □

The information in this publication is meant to complement the advice and guidance of your physician, *not* to replace it. You should by all means discuss any major change in your diet or activity level with your doctor.

This information is not the result of research at The Bob Hope International Heart Research Institute; it reflects research and studies from a *variety* of sources, as credited.

# smoking

SMOKING—

## A ‘lower class habit’ in the U.S.

“Smoking is becoming a lower-class habit in the United States,” according to William B. Foege, MD, former director of the Centers for Disease Control, Atlanta, and president of the American Public Health Association. “And that’s too bad, because the lower class doesn’t need one more burden.”

Dr. Foege says that the recent changes in the rates of *fatal heart attacks* and *lung cancer for men* in the U.S. is largely due to the “social stigma” that smoking now has for upper class men.

Tobacco use is increasing in the world’s poorest countries, as well, where advertising portrays the men and women who enjoy cigarettes as “sophisticated world citizens.” Dr. Foege says that smoking is one of the cheapest ways a person in a developing country has of “buying into” the Western world. Worldwide, tobacco consumption has increased 75% in the last 20 years. □

### ‘NOT BY AN ENEMY NATION, NOT BY A MANIAC...’

“Today an estimated *one out of every four deaths* in this country is cigarette-related. It is becoming the greatest catastrophe ever perpetrated on mankind—not by an enemy nation, not by a maniac, but by an industry.

“The time is long overdue for tobacco companies to show a greater sense of responsibility, and to come forth to help us raise a smoke-free young America. We would welcome their aid.”

—**Dr. Charles A. LeMaistre,**
*President, American Cancer Society*

### ‘TOBACCO-FREE ARMY’ BY THE YEAR 2000?

Tobacco adversely impacts the *health* and *readiness* of the United States Army, according to Secretary of the Army John O. Marsh Jr. and Army Chief of Staff John A. Wickham Jr.—and they want a smoke-free Army by the year 2000. Smoking negatively affects night vision, hand-eye coordination, and resistance to cold weather injuries, they say.

The Army hopes to “deglamorize,” the sale of tobacco products in Army commissaries, may stop selling cigarettes in bowling alleys and clubs, and plans a “Great Army Smokeout” on November 20. □

### EARLY MENOPAUSE

Women who smoke go through menopause an average of one to one and a half years earlier than non-smokers. And because smoking lowers estrogen levels (which help keep bones strong), older smokers have a higher risk of osteoporosis (“brittle bones”) than nonsmokers. □

# alcohol

## Soviets may ban vodka

The Ukrainian minister of health, Anatoly Romanenko, says that the Soviet Union plans to outlaw the consumption of vodka and other alcoholic beverages by the year 2000. Rampant alcoholism is considered to be a major obstacle in “improving industrial output and worker productivity” in the Soviet Union.

The Soviet Union’s “fight against alcoholism and drunkenness” is “aimed not at reducing consumption of alcohol, but completely stopping it.” Soviet leader Mikhail Gorbachev is said to be behind the determined effort to ban drinking. □

# safe driving

## SEAT BELTS CAN HELP PREVENT CRASHES, TOO

If you wear your seat belt, it will be easier for you to control your car if it ever develops an emergency braking or steering problem. This is because your seat belt will keep you behind the wheel.

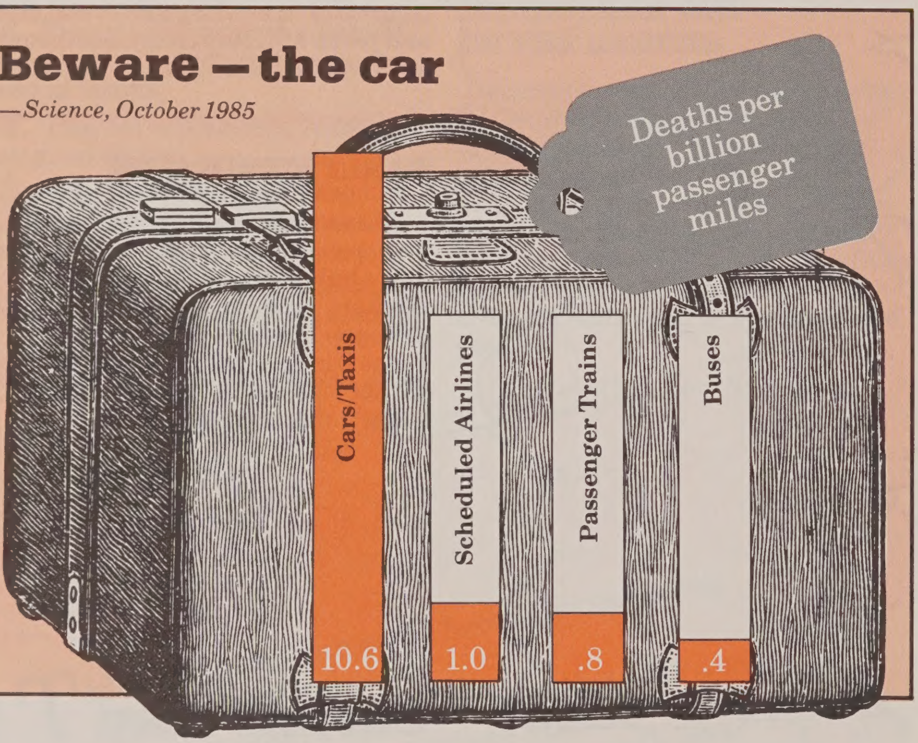
If a crash *does* occur, your seat belt will reduce your risk of being knocked unconscious, which can allow you to retain or regain control of your car and avoid a *second* collision. ☐

## DRIVERS SHOULD BE 'HEALTHY PARANOIDS'

*Defensive* drivers expect the worst to happen: they assume that the driver in front of them will brake suddenly, that cars will cut them off or pull away from the curb without warning, that children and dogs playing on the sidewalk will dart into the street, etc.— and they keep their distance, slow down, or cover their brake in anticipation. ☐

## Beware — the car

*—Science, October 1985*



## Why today's kids love dentists

Kids are especially cavity-prone at around six to eight years of age, and again in adolescence. But, if a *dental sealant* has been applied to the chewing surfaces of a child's teeth, he or she can avoid the nightmare of "drill and fill" altogether:

Sealants, which are painted on the teeth and resemble clear or white nail polish, last up to nine years; after that a tooth can be resealed. The National Institute of Dental Research and the American Dental Association encourage the use of sealants, and many dental insurance plans pay for the procedure. The average cost of a sealant is about $11 per tooth, according to the American Dental Association. ☐

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Photographer
CWCI
“Untitled”

The photos are in the capable hands of CWCI designer **Chuck Ladouceur**. Look for the IDG Photo Calendar in December.

Special thanks to **Patty Faherty** for her invaluable assistance with the contest.

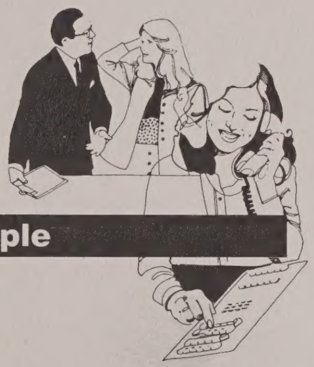
## New Addresses, etc.

IDC West in Palo Alto, CA and LINK Resources in New York have each installed fax machines. They can be reached as follows:

IDC West - (415) 321-6411
LINK Resources - (212) 620-3099

IDC Belgium moved its office to the following address:

66, Av. Louise
1050 Brussels
Tel. 32(2)512.06.54
512.09.86
Tx 20399-SAI-IDC



## People

**Howard Happ** has rejoined *Run* and *AmigaWorld* as the Production/Advertising Supervisor. Howard was with *CW* for six years prior to departing for a short period in 1985. He has a B.A. degree in Advertising Design. In his free time Howard enjoys gardening, cross-country skiing, and reading. He is married and has three children. Welcome back Howie!

**Roger Goode** recently joined the staff of *Run* and *AmigaWorld* as a Design Assistant. He studied art at the Art Students League. An artist by choice, Roger enjoys traditional oil painting and running. He loves music and secretly yearns to learn to play the saxophone. Nice to have you on board Roger!

**Roger Murphy** has joined CWC/P as the Vice President of Finance. Though a familiar face around *CW* for the last five years while attending high school, Roger has just been put on the payroll. His responsibilities, as our newest employee, will include filling the soda machine and water fountain, as well as waxing his new car. Congratulations, Roger!

## Positions

**National Sales Secretary**

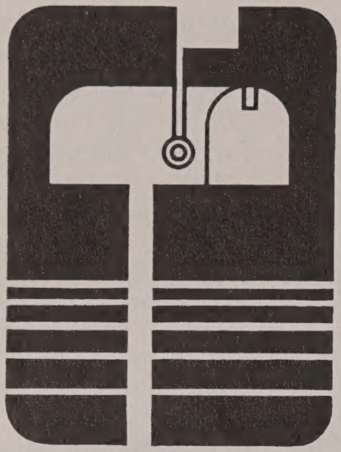
Ron Mastro, National Sales Director for *Network World*, has an immediate opening for a highly motivated National Sales Secretary.

While good to excellent secretarial skills are a must, they are considered secondary to personal organization and to an “I’ll handle that for you attitude.” enabling Ron to direct the majority of his attention to the actual sales effort.

This professional will have good interpersonal skills in order to interace with customers and salespeople as well as in-house departments such as research, promotion, publicity, production, publishing operations and editorial. The person selected for this position must also have a desire to learn to use personal computers in order to analyze sales by territory for our publication and the competitors as well as graphics to produce computer generated charts necessary for sales presentations.

If you have some of these skills, but not all, and like to be challenged and if you’re looking to start a career, call Ron Mastro at (617) 879-0700 x428 or Pam Valentinas, x 314. Please provide salary requirements, evidence of your proficiency, and references.

## IDG Update Mailbox



The editors of *IDG WORLD Update* have received several suggestions, comments and questions from readers. We would like to share our responses:

*"Please provide captions — we like to associate names with faces!"*

Your suggestion is well taken. In recent weeks we have been more diligent putting names and faces together, however, we work on such a tight weekly deadline, circumstances can prevent proper identification. We'll do our best whenever and wherever possible!

*"Did you miss my anniversary? Haven't I been with the company for 8 years?"*

We carefully review IDG's personnel lists for each company to determine whose anniversary is coming up and how long the employee has been with us. If there is an error in a date or length of service please inform IDG's personnel department.

For those companies whose personnel listing is not kept at IDG, just drop us a note and we'll be happy to publish the appropriate names and anniversary dates.

*"What is the procedure to place a classified ad or submit a story idea?"*

### Classified ads

For those U.S. based companies who wish to place a listing, please submit your ad in writing by Tuesday at 5:00 p.m. for placement in the following Monday's edition of *Update*.

We suggest IDG's international offices publish their own classified listings to be inserted and distributed each week with the *Update*.

### Story ideas

We encourage our readers to submit suggestion, ideas, etc. Only through your feedback can we continue to make *IDG WORLD Update* a useful communications vehicle for all employees.

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## Anniversaries

**One-Year**
Sam Emmanuel, IDC
Theresa Hamilton, CWC/P

**Seven-Year**
Ginnie F. Boudrieau, CWC/P
Lloyd S. Cohen, IDC

## Mark Your Calendar

Each week IDG Update will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference or event please submit the title, dates, place, and contact name and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| Oct. 13 | *Computerworld Informatika*<br>Board of Director's Meeting<br>Budapest, Hungary |
| Oct. 16 | Lunchtime Seminar Series<br>"Career Management"<br>11:30 A.M. - 1:00 P.M.<br>IDC Boardroom<br>Framingham, MA<br>Contact Linda Bowes, x554 |
| Oct. 21 | IDG Seminar Series<br>"Leadership & Supervisory Skills for Women"<br>9:00 A.M. - 5:00 P.M.<br>Natick Hilton<br>Natick, MA<br>Contact Linda Bowes, x554 |
| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
| Oct. 26 - 29 | "MIS/Management Issues & Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Nov. 3 | *Computerworld's* 1,000th Issue |
| Nov. 4 - 7 | European Managers, VP Pacific Region, General Manager - Latin America 1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |

IDG

WORLD

VOLUME 16, NUMBER 42 OCTOBER 20, 1986 *update*

## *inCider* Scoops Competition

The October issue of *inCider* is big news in more ways than one. Not only did the editors get a great scoop on the new Apple IIGS, but the ad sales staff surpassed *A+ Magazine* from Ziff-Davis in ad pages.

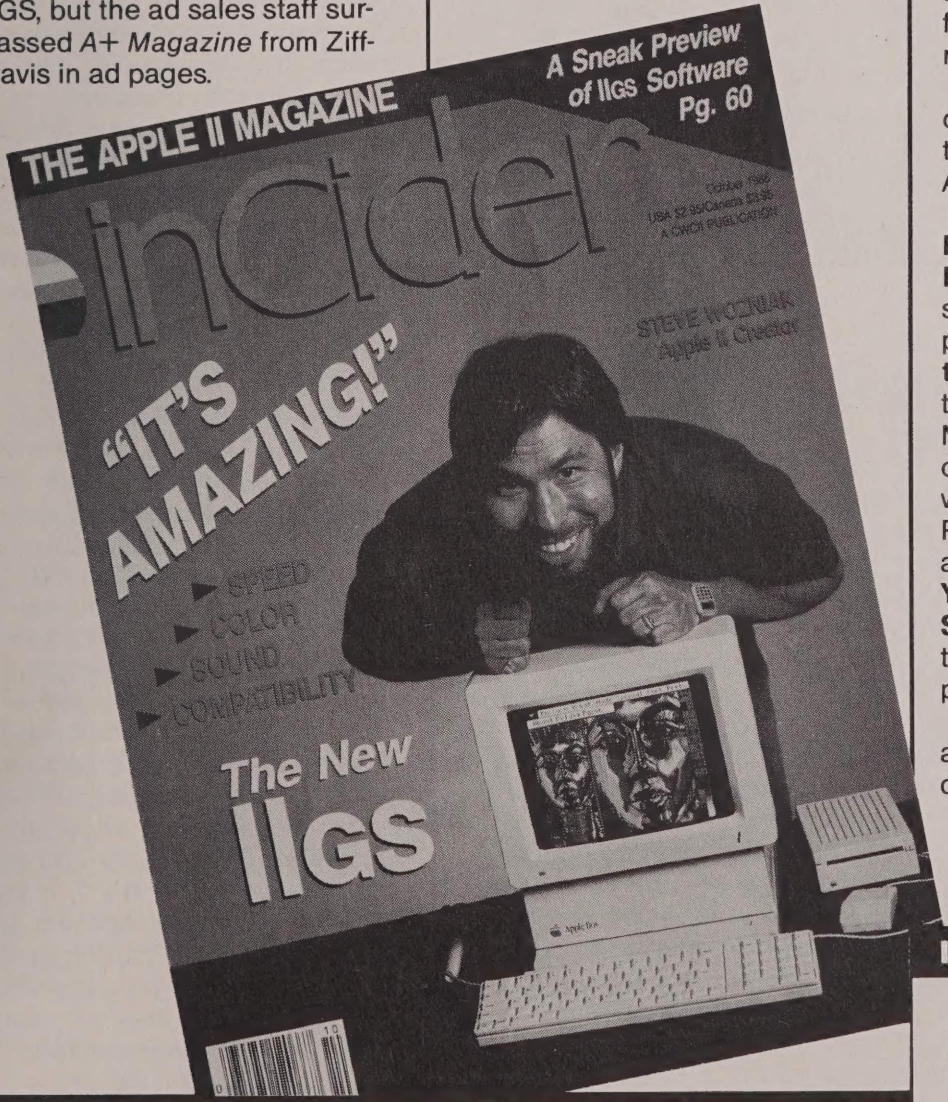
*InCider* has been gaining significantly in ad pages as compared to the same period last year. The magazine is 103 pages up over November year-to-date with an overall percentage gain of 15%. It looks like *inCider* will finish the year in great position for 1987.

Congratulations to **Paul Boule**, Ad Sales Manager and Sales Reps., **Sandy Fibish**, **Fiona Davies**, **Donna Pomponi**, **Dale Strang**, Marketing Manager, and **Dawn Matthews** for *inCider*'s fabulous sales record.

Congratulations are also in order for *inCider* editors for their outstanding coverage of Apple's new machine.

*InCider* Editors, **Debbie DePeyster**, **Eric Grevstad**, **Paul Statt**, and **Dan Muse** spent a week at Apple Computer in June, working with **Curtis Saski**, Product Manager for the new IIGS, **Tom Virden**, Marketing, and other developers. Cameo appearances were made by **John Scully**, President of Apple Computer, and other Apple dignitaries, **Del Yocam** and **Jean-Louis Gasse**. **Steve Wozniak** joined the editors for a photo shoot to complete the cover story.

Congratulations to the editors and sales staff for a job well done!


THE APPLE II MAGAZINE
inCider
A Sneak Preview of IIGS Software Pg. 60
STEVE WOZNIAK Apple II Creator
"IT'S AMAZING!"
► SPEED
► COLOR
► SOUND
► COMPATIBILITY
The New IIGS

### Inside

- Rowell Appointment
- Ron Mastro named Sales Director

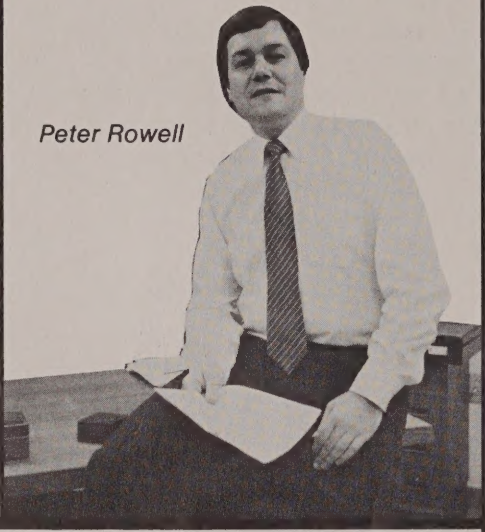
# Rowell Heads New Business Unit

**Patrick J. McGovern**, Chairman of International Data Group (IDG), today announced that **Peter Rowell** has been selected to head a new IDG business operation. This business unit will focus on identifying and developing new business activities for IDG in Europe.

In order to obtain IDG's goal of reaching $1 billion in sales by 1990, $100 million in new business opportunities for IDG must be found that are related to our corporate mission of providing information services on information technology, but which are outside of the business areas covered by IDG's two major operating subsidiaries, CWCI and IDC.

Peter Rowell will be in charge of searching for such opportunities in Europe, planning and launching new start-ups, evaluating acquisitions, and identifying appropriate investment opportunities for IDG in these new areas.

Mr. Rowell, who is a member of the IDG Board of Directors, will be located in London, England. He was previously President of International Data Corporation. His reponsibilities at IDC will be assumed by **W. Walter Boyd**, who is currently the Chief Operating Officer of International Data Corporation.



*Peter Rowell*

## News You Can Use

# Productive Meetings Can Happen Anywhere

Where does the typical business meeting take place? In a conference room? In someone's office? By the water cooler?

A productive business meeting can happen anywhere — a hallway, restaurant, or even in a parking lot. Being prepared to participate is the key to making these informal meetings productive as opposed to being brief social encounters.

Impromptu meetings open the door to better communications because they're generally informal and relaxed. If you have a mental "agenda" for these meetings, you can keep the informal tone, yet follow a planned path that doesn't wander off on tangents.

Of course, it's impossible to prepare for all the impromptu meeting opportunities you encounter in the course of the day. But, you can develop a mental agenda for the people and situations you'll most likely bump into.

Try putting together mental agendas to prepare yourself for informal meeting opportunities. You may find that your most productive meetings happen in places you'd never expect.

## People

*PC World* is proud to announce the appointment of **Renee Linde** as Mid-Atlantic Account Manager for *PC World* magazine. Prior to that Renee had been with *Computer Decisions* magazine and Seagate Technologies. Her hobbies include tennis and other forms of exercising. Welcome Renee!

**Lisa (Morse) McGrath** recently transferred from the IDG Chairman's Office to IDG's Corporate Communications staff as an Administrative Assistant. In addition to assisting the department in day-to-day activities, Lisa will also contribute to the weekly production of *IDG WORLD Update*. This is familiar territory for Lisa, since she also worked on *Update* while a member of the IDG Chairman's Office. Lisa recently married Chris McGrath on August 30, 1986. Chris is also a member of the IDG family. He works at CWCI as a Maintenance Supervisor. Congratulations to Lisa and Chris and welcome Lisa!

**Paula Zinck** of the IDG Accounting Department was appointed by Governor Michael Dukakis to be a Justice of the Peace for the Commonwealth of Massachusetts. As a Justice of the Peace, Paula can perform wedding ceremonies anywhere in the state. Paula received this appointment on October 1, 1986.

Earlier this year in April, Paula became a Notary Public to better assist IDG's corporate staff. Paula is commissioned to notarize documents through 1993. Congratulations Paula!

IDG WORLD UPDATE

# The Local Loop

Volume 16 Issue 42 October 20, 1986

## SENIOR ADMINISTRATIVE ASSISTANT - CHAIRMAN'S OFFICE

The IDG Chairman's Office is seeking a Senior Administrative Assistant. This person will report directly to the Chairman's Executive Assistant. Three years experience in an executive environment is a must. Responsibilities include: A strong background in English with the ability to compose letters, edit copy for correct grammar, punctuation, and phraseology. Typing of 55-60 wpm accurately, dictaphone transcription, telephone coverage, and miscellaneous projects as they arise. The ideal candidate must be able to work well under pressure, be a team player, a self-starter and detail oriented. Working knowledge of a Wang OIS system and Macintosh Plus would be helpful. If you feel you meet these requirements, please send your resume to Mary Dolaher, IDG, Five Speen Street, Framingham, MA 01701.

## CONSULTANTS

IDC's Consulting Group is looking for Analysts, Market Researchers and/or Consultants with computer industry experience. Writing and analytical capabilities are essential. Presentation skills are a plus. Future projects include studies covering superminis, parallel processing/multi-processing, MIS buying decision, LANs, VAR programs, and the systems integrator market. Contact Nancy Scull, IDC, x370.

## DISTRIBUTION MANAGER

InfoWorld will have an opening on November 1, in its Menlo Park office for a Distribution Manager. Duties include overseeing postal accounts, second class mail, and airfreight. The successful candidate will also maintain postal inventory for plants, compute and prepare statement of ownership, coordinate distribution of special shipments (i.e., show distribution). He or she will also monitor weekend distribution of publications; attend postal forums to represent PCI publications; order postage monies; audit bills to coordinate with the freight payment plan; process monthly and quarterly delivery reports; prepare and submit postal forms for weekly mailings; prepare analyses on new projects; act as a liaison between printers, post offices, freight forwarders, and airlines; compile traffic/distribution bindary and mail schedules. This employee must be flexible and available to respond to emergency weekend maintenance of product distribution. If you are interested, please contact Maureen O'Connor at InfoWorld, (415) 328-4602.

## PUBLISHER/PRESIDENT

CWCI is looking for an entrepreneurial publishing professional who has the experience, talent and energy to launch a new specialized business publication serving executives involved with information systems in the government sector.

The candidate will have the full responsibility for launching this publication and establishing a new, CWCI Washington D.C.-based business unit.

Applicants should have experience in advertising sales and publishing, including knowledge of all operational aspects of publishing. Computer industry experience and/or knowledge is highly desirable as is familiarity with the federal computer systems procurement process.

We offer an excellent results-based compensation package, as well as comprehensive benefits, and the chance to be in charge of your own future.

To apply, send a resume or a detailed letter to Steve Woit, CW Communications/ Inc., P.O. Box 9171, Framingham, MA 01701.

## GROUP ASSISTANT

CW/Conference Management Group is looking for a 20-30 hour per week (temporary) part-time clerical assistant. Duties include answering telephones, filing contracts, light typing (on a word processor as well as standard typewriters), some mailings, and prospect name identification. Position begins immediately and runs through February 20, 1987, with potential for continuation to be reviewed in 1987. Reports to Director, Planning and Operations of the division. If interested, please contact Bill Sell, (617) 879-0700, x244.

## CARS FOR SALE

1979 white Chevy Monza, 4-cylinder, 4 speed. Runs good, great on gas, engine rebuilt with receipts to prove. Great first or second car. Asking $1,200 or best offer. Contact Kevin Smith, IDG, x471.

1983 red Oldsmobile Firenza. 4-cylinder, very good running condition. AM/FM stereo, air-conditioning, bucket seats, two door hatch-back. Asking $4,000 or best offer. If interested, call Lisa McGrath at IDC, x696.

1980 Plymouth Horizon, good condition, 64K miles. $1,500 or best offer. Call Jeanine at IDC x396.

1984 red Honda Nighthawk, in perfect condition. Only has 3,000 miles and has had regular check-ups. If interested, call (617) 481-6453 or (617) 562-3797 and ask for Chris or Peter. Has to be seen!!

1984 Saab 900S, 4-door, automatic transmission, sun-roof, AC, cruise-control, 44,000 miles. Asking $9,400. Call Pete Hoffmann at CWCI, x234.

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| Oct. 23 - 24 | "Worldwide Market Opportunities"<br>IDC's International Planning Service<br>Executive Conference<br>Hyatt Regency<br>San Francisco, CA |
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| Nov. 3 | *Computerworld's* 1,000th Issue |
| Nov. 5 - 8 | European General Managers,<br>VP Pacific Region,<br>General Manager - Latin America<br>1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |
| Nov. 10 - 13 | COMDEX Show<br>Las Vegas, NV |
| Nov. 14 - 16 | CWCI International Market Meeting<br>Palm Springs, CA<br>Contact: Frank Cutitta at CW ext. 319 |
| Nov. 24 - 25 | IDC's International Executive Conference<br>Cannes, France |
| Dec. 19 | IDG, CWCI, IDC, *Digital News*<br>Christmas Party<br>Westin Hotel<br>Copley Plaza<br>Boston |

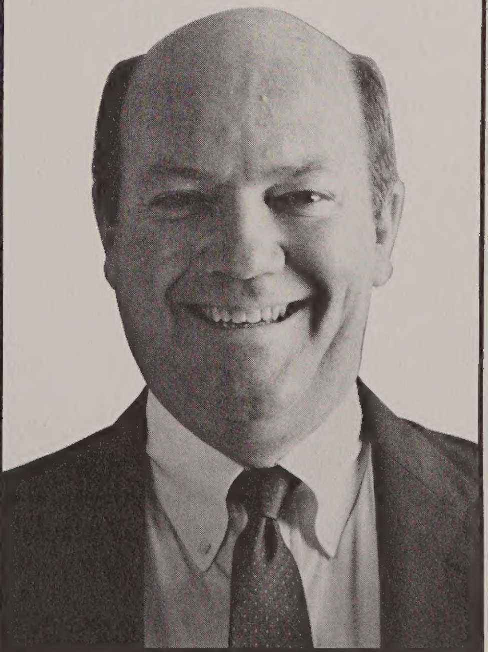
## News of Note

### Kathie Gow named for International Editor/U.S. of CW Communications International News Service

CW Communications/Inc. has named **Kathie Gow** International Editor/U.S. of the CW Communications International News Service (CWINS), the daily on-line wire service that delivers breaking computer industry news from around the world. As International Editor, Gow will decide which items from CWCI's worldwide news services will be included. She will work with CWINS's news bureaus in Paris and Tokyo and with editors and reporters from CW publications around the world. In addition, Gow will be writing a twice-monthly column and reporting on spot news as it happens. Gow is a CW veteran, having worked for more than three years on the *Computerworld* staff. Her last position was Chief Copy Editor, which she held until February, 1985. **Susan Blakeney**, Director of CWINS, said, "I'm delighted that Kathie is back in the fold."

### Ron Mastro named *Network World* Sales Director

*Network World*, the newsweekly for leading users of communication products and services, has announced that **Ron Mastro**, former Northeast Regional Sales Manager for *Computerworld*, has been named *Network World* National Sales Director, effective October 1. "Guiding the sales direction of *Network World* will be a distinct pleasure for me, as I've been reading the publication since its launch and have been impressed with the editorial staff's incisive reporting of industry developments," said Mastro. In his new position, Mastro will direct all sales efforts for the newsweekly, and will oversee a sales and marketing staff of nine and a three-person support staff. **Doug DeCarlo**, Publisher of *Network World*, said of Mastro, "Ron brings to *Network World* a proven expertise in the sales arena. Through his efforts, and those of our sales force, *Network World* will be offering our advertisers the opportunity to gain share of mind among telecommunications users."



## Anniversaries

**One-Year**
Brenda J. Billhimer, CWC/P
Corey E. Bock, LR
Mary Jean Brennan, IDC
Amy E. Elliott, IFW
Marilyn A. Fullerton, IDC
Joseph Matazzoni, Jr., PCW
Karen L. Sorenson, IFW

**Two-Year**
Donald C. Bellomy, IDC
George W. Griffin, CWCI

**Three-Year**
Deidre Ann Depke, CWCI
Mary A. Tagliareni, CWCI

**Four-Year**
Sandra A. Iafolla, IDC

**Five-Year**
Elizabeth Abbott, CWC/P
Fern Day, CWC/P
Maureen J. Diodati, CWCI
Ellen B. Markoff, IFW

**Seven-Year**
David Moschella, IDC

**Ten-Year**
Peter Holm, CWCI

IDG
WORLD
update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

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## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please check one.**
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
Country ____________________
Phone: ____________________
E. Mail: ____________________
Description: ____________________

IDG
WORLD
VOLUME 16, NUMBER 43 OCTOBER 27, 1986 *update*

## *Network World* Comes on Strong

The results of three new surveys show that *Network World* is changing the reading habits of leading users of communication products and services. *Network World* is making dramatic strides against older, more established publications. It is gaining readers at the expense of its rivals.

In July, 1986, a third-party study conducted by Contel, a major communications company, examined the readership habits of the International Communications Association (ICA). This survey targeted communications managers of top telecommunications organizations.

**Norman Brust**, Vice President, Corporate Communications for Contel, said of *Network World*, "In my view, you have an extremely well-edited, comprehensive weekly publication for the end-user. Furthermore, the format makes the information accessible to the reader."

Avante-Garde, a leading provider of Network Management Systems, conducted a survey in late June and early July, 1986 which documented the strong performance of *Network World*. The research was conducted using the Avant-Garde customer list, which is comprised of decision-makers at many organizational levels: ranging from corporate VPs to heads of data communication; as well as operations managers and technical support staff.

*Network World* had published only 17 issues at the time of the survey, yet it surpassed 26 of the 30 trade publications in readership. It was in a virtual tie for third place with *Communications Week* in the categories of "read regularly" and "most useful." It was in a virtual tie for second place with *Communications Week* in readership of the 11 communications publications surveyed.

Also in July, *Network World* did its own survey of telecommunications users in general and of readers of other publications. Results showed that other publications are not retaining their share of market. Readers are dropping them and picking up *Network World*.

**Doug DeCarlo**, Publisher of *Network World*, says, "Our magazine is filling a need unmet by others by speaking directly to the user, by keeping the users' viewpoint in mind, not the vendors'. Our editors are changing the reading habits of communications users. For the advertiser, that spells opportunity to gain share of mind."

*Network World* has 60,610 subscribers and a backlog of over 20,000 new subscription applications.

NETWORK WORLD
THE WEEKLY FOR LEADING USERS OF COMMUNICATIONS PRODUCTS & SERVICES
VOLUME 3, NUMBER 32 OCTOBER 13, 1986

ENHANCED SERVICES

Carriers gird for net clash

*Long-haulers vs. locals*

BY MICHAEL FAHEY

The emergence of enhanced network services is creating hairline fractures in the outwardly harmonious relationships between local telephone companies and long-haul carriers. The fractures are the first signs of an impending conflict that will likely shape the future of the industry and spell confusion for users.

Local and long-haul carriers' strategic enhanced network goals are the same, but the means for achieving those goals put the two camps at loggerheads. Both sides are afraid of being relegated to the role of commodity bandwidth provider, and this de

INTEGRATED SYSTEMS

IBM minis strengthen Big Blue's family ties

*9370s offer Ethernet, Token-Ring support.*

BY PAUL KORZENIOWSKI

**Inside**

- Computerman of the Year
- LINK Briefing
- Singer Appointment

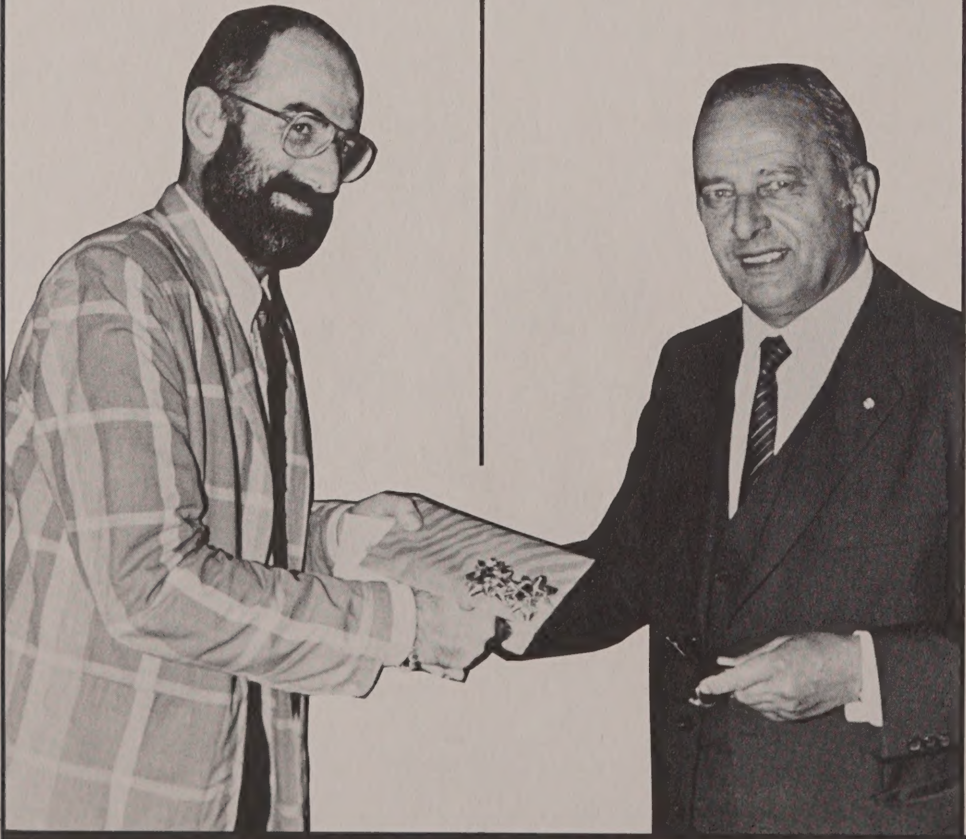
# *CW Netherlands* Announces Computerman of the Year

The editorial staff of *Computerworld Netherlands* has awarded **Dr. Hans Rosenberg** Computerman of the Year 1986. His nomination was announced by **Prof. J.M. van Oorschot**, Chairman of the Editorial Board, during a reception of CW Communications in The Hague.

The editorial board, chaired by **Willem Koole**, Editor-in-Chief of CW's publications in The Netherlands, unanimously chose Dr. Rosenberg because of his initiative in developing a master plan for an infrastructure for future computer use by all kinds of university students and researchers. His long-term plan was launched a year ago and will be realized through cooperation between the university computer centers, PTT, governmental research institutes, and the industry. It will largely facilitate the ability of students and researchers to get access to personal computers, databases, mainframes, and supercomputers. The first results of the plan, called SURF-plan, are already visible.

Hans Rosenberg, who is an astronomer by profession, changed his career into that of a local politician several years ago. As a member of the board of Utrecht University, he is also chairman of a committee which coordinates the work of university computer centers throughout the country. The title "Computerman of the Year" was given in recognition of an endeavor to bring into practice a future vision which greatly serves the information society and goes far beyond his formal tasks. He gladly accepted *CW Netherlands*' offer to visit the Computer Museum in Boston, a city he knows well, having spent a year as a student at Harvard University.

*J.M. van Oorschot (right) congratulates Dr. Hans Rosenberg, "Computerman of the Year."*



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| | |
|---|---|
| Oct. 26 - 29 | "MIS/Management Issues & Strategies"<br>IDC's 1986 Fall Executive Conference<br>Marriott's Rancho Las Palmas<br>Palm Springs, CA |
| Oct. 30 | Flu Shots<br>IDG, IDC, and DNP Employees<br>9:30 A.M. to 11:30 A.M.<br>IDG Conference Room<br>3rd Floor |
| | Flu Shots<br>CWCI Employees<br>1:00 P.M. to 3:00 P.M.<br>CW Conference Room<br>1st Floor |
| Oct. 31 | IDG Seminar Series<br>"Interviewing Techniques for Supervisors and Managers"<br>9:00 A.M. to 5:00 P.M.<br>Natick Hilton<br>Speen Street<br>Natick, MA<br>Contact Linda Bowes at IDG x554 |
| Nov. 3 | *Computerworld's*<br>1,000th Issue |
| Nov. 6 | Blood Drive<br>9:00 A.M. to 2:00 P.M.<br>Point West Office Building<br>111 Speen Street<br>Framingham, MA |
| Nov. 5 - 8 | European General Managers,<br>VP Pacific Region,<br>General Manager - Latin America<br>1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |
| Nov. 10 - 13 | COMDEX Show<br>Las Vegas, NV |

continued...

IDG WORLD UPDATE

# The Local Loop

Volume 16 Issue 43 October 27, 1986

## STAFF ARTIST

InfoWorld has an opening in its editorial department for a Staff Artist. Duties include producing charts and graphics as needed at the direction of the art director. Because many of the graphics will be produced on a computer, the applicant must be comfortable with computer graphics. Requires a minimum of two years experience as a staff artist on newspapers or magazines. BA required. Interested applicants should call Jonathan Sacks, InfoWorld, (415) 328-4602.

## DISPLAY ADVERTISING COORDINATOR

InfoWorld has an opening in its Menlo Park office for a Display Advertising Coordinator. Responsibilities include heavy telephone contact for media kit requests and rate/copy information; receive, check, and return printing material; and book, confirm, and prepare insertion orders. Employee must be service oriented, pay accurate attention to detail, possess strong organizational skills, and be able to adhere to weekly deadlines for edit/production/billing. Ability to work independently while functioning and contributing to a close-knit department is essential. Act as back-up for other coordinators. Previous coordinating experience is required. Prefer advertising or publishing background. Good typing skills and math aptitude necessary. Knowledge of print production is helpful. Abilty to handle pressure is essential. Computer knowledge useful or will train. If interested, contact Judy Durham, InfoWorld, (415) 328-4602.

## EDITORIAL ASSISTANT

The Network World Editorial Department of CWCI has an immediate opening for an entry-level Editorial Assistant. Flexible 25-30 hour work week. You will work directly with the editors and staff. Responsibilities include responding to telephone and written inquiries from readers, opening and sorting mail, taking phone messages, handling correspondence, filing, making travel arrangements, and updating the Network World library on an IBM PC. To qualify, you should be organized, detail-oriented, and be able to keep on top of multiple responsibilities. You should demonstrate good telephone and office skills, and be an accurate typist. Experience with word processing is a plus. Applicants should send their resume or letter of interest/qualifications to Cheryl Tynan, Assistant to the Editor, CWCI, x345.

## EDITOR

Network World is looking for a Departmental Networking Section Editor. This Editor will be responsible for helping create a new section of Network World covering local area networks and their use within organizational departments. The primary focus will be on personal computer-based local area nets. This Section Editor will also be responsible for writing two columns per month and soliciting two more from outside contributors. Other section responsibilities include providing a lead section story and other news for the section as required. In addition to section responsibilities, the Section Editor will also be expected to write two-to-three news stories weekly and a feature-length story once every six weeks. All candidates must have at least one year of journalism experience in the communications/data processing industry. Interested applicants should contact Bruce Hoard, Editor of Network World, CWCI, x332.

CARS FOR SALE

1979 white Chevy Monza, 4-cylinder, 4 speed. Runs good, great on gas, engine rebuilt with receipts to prove. Great first or second car. Asking $1,200 or best offer. Contact Kevin Smith, IDG, x471.

1983 red Oldsmobile Firenza. 4-cylinder, very good running condition. AM/FM stereo, air-conditioning, bucket seats, two door hatch-back. Asking $4,000 or best offer. If interested, call Lisa McGrath at IDC, x696.

1984 Saab 900S, 4-door, automatic transmission, sun-roof, AC, cruise-control, 44,000 miles. Asking $9,400. Call Pete Hoffmann at CWCI, x234.

1982 Mercury Lynx L, 2,800 miles. Excellent condition, reliable transportation. Asking $2,600. If interested, call Steve Zamierowski, IDC, (617) 872-8200, x346.

1971 Oldsmobile F-85. Reliable, 120,000 miles, perfect around town car. Costs nothing to insure. Asking $250 as is. Call Ken Hoyt at IDC, x238.

1983 bright red Renault Alliance. 2-door, power steering/power brakes, stereo. Great shape, 49,000 miles. Asking $3,200. Call Beth at CWCI, x225 or (617) 566-5916.

ENTERTAINMENT AND MEALS

Beginning January 1, 1987, the Internal Revenue Service will apply stricter regulations to the deductibility of Entertainment and Meal Expenses. Specifically, only 80% of these expenses will be deductible for Federal Income Tax purposes if they are business related, and 0% will be deductible if not business related. While this does not affect our reimbursement policy, it will require more record keeping and accounting for the traveler. The entertainment and business meal section of the Expense Report MUST (no exceptions) contain the following information:

Date, name of person(s) entertained, company, title, time and place of entertainment, and most importantly, a description of the nature and purpose of the entertainment and discussion that took place. Vague explanations such as "Business Discussion" are NOT acceptable. Be as specific as possible, such as "Discuss New Contract," "Sold 2 Pages,"Review Performance," etc. In addition, the nature and purpose of the travel section of the expense report MUST be filled out with more general descriptions, such as "Sales Calls," "Attend Comdex," etc.

| | |
|---|---|
| Nov. 14 - 16 | CWCI International<br>Marketing Meeting<br>Palm Springs, CA |
| Nov. 24 - 25 | IDC's International<br>Executive Conference<br>Cannes, France |
| Dec. 5 | *PC World* Christmas Party<br>San Francisco, CA |
| Dec. 6 | *InfoWorld* Christmas Party<br>Menlo Park, CA |
| Dec. 19 | IDG, CWCI, IDC, and<br>*Digital News*<br>Christmas Party<br>Westin Hotel<br>Copley Plaza<br>Boston, MA |

**News of Note**

## Address Changes, etc.

On September 15, IDC Belgium moved its office to the following new address:

IDC Belgium
66, Av. Louise
Tel.: 32(2) 512.06.54
512.09.86
Tx.: 20399-SAI-IDC

## LINK Holds Briefing Session

On September 16 LINK held its first European Briefing Session in Paris. Over 30 clients and prospects attended the day-long event.

The program was split into two sessions, the morning being devoted to databases and videotex topics, and the afternoon to cable and satellite seminars. Most people elected to attend both sessions.

The speakers were **Martin White**, European Director, LINK Resources; **Simon Hossack**, Videotex Consultant, LINK Resources Europe; and **Jean-Marc Harrion**, LINK France. Special thanks to **Yves Delacour** for the use of his office and to **Elisabeth George**, Marketing Manager, LINK France, who made all the arrangements.

## Robert K. Singer Named Director of Marketing

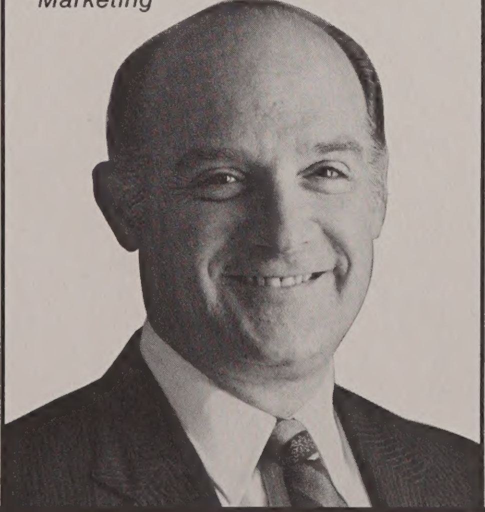
*Computerworld* Publisher **Don Fagan** has appointed **Robert K. Singer** to the newly-created position of Director of Marketing for CWCI's flagship publication. "With continued growth and change in the industry and *Computerworld*, we felt we needed an experienced marketing director like Bob to provide the strong direction required," said Fagan. In his new position, Singer will help keep *Computerworld* "vital and important to the computer community."

Bob brings 23 years of marketing experience to the leading specialized business publication in the country, with over ten years concentrated in the publishing field. His most recent position was National Sales Manager of Cahners Publishing's *Mini-Micro Systems* magazine, where he guided sales to the most successful year in the magazine's history.

Prior to that, Singer was Atlantic/Eastern Regional Sales Manager and GE National Accounts Manager for McGraw-Hill Publications, where his responsibilities included ad sales for *EC&M* and *Electrical Wholesaling*. He was also Group Director, Marketing Services, for nine leading McGraw-Hill publications, including *Electrical World, Electrical Practice, Power,* and *Industry Mart.*

Singer graduated cum laude with a B.S. in Public Relations from Boston University. He was actively involved in the New York/New Jersey microcomputer community during its formative years, was a partner in Computer Education and Consulting Group, a leading New Jersey-based value-added reseller (VAR) firm, and currently presides on the Chairing Committee for the American Marketing Association's Computer Marketing Group. He is a past president of BPAA's Hudson Valley Chapter and a former Regional Director of that association.

*Robert K. Singer, CW Director of Marketing*



**People**

## Mike Kelleher Appointed Northern Regional Manager

CWCI is pleased to announce that **Mike Kelleher** has been appointed as *Computerworld's* Northern Regional Manager. Prior to this appointment, Mike very capably served as a *Computerworld's* District Manager in the Northern Region for nearly three years. During this time, Mike demonstrated a consistently high level of sales performance and leadership skills. Mike resides in Duxbury, MA. Congratulations to Mike in his expanded role.

## Anniversaries

**One-Year**
Rosemary Hamilton, CWCI
Whitney Karr, CWC/P
Sherril-Anne Lovell, LR
James Manning, IDG
Linda Ruth, CWC/P

**Two-Year**
James Martin, PCW

**Three-Year**
Nancy Groth, IFW
Michael Kelleher, CWCI
Russell Onofrio, IDC

IDG
WORLD
*update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make IDG WORLD Update reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Nina Ricci, IDC, 617-872-8200 or E-mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** – events of major interest.

**IDG Leaders' Club** – nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** – has your department been covered recently? If not, let us know.

**News You Can Use** – health tips, fitness, general information.

**Mark Your Calendar** – events to remember.

**Tips and Techniques** – example of how a department or person improved their productivity.

**Sports Beat** – any sporting event.

**Please check one.**
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

**Please fill out completely.**

Your Name: ____________________

Title: ____________________

Company/Department: ____________________

Address: ____________________

City/State/Zip ____________________

Country ____________________

Phone: ____________________

E. Mail: ____________________

Description: ____________________

IDG
WORLD
VOLUME 16, NUMBER 44 NOVEMBER 3, 1986 *update*

## *InfoWorld* Has A New Look

The staff at *InfoWorld* have made some pretty significant changes lately, including revising the design and format of the publication.

**Gene Light**, former Art Director at *LIFE* magazine, created *InfoWorld's* new logo and graphic layout design. The publication has a more crisp and clear format that is designed to help *InfoWorld* readers find the information they need at a glance.

*InfoWorld* has expanded the scope of its coverage to address new developments in the supermicro field and to answer the needs of those concerned with departmental computing. It is also planning to provide a series of buyers' guides in specific product categories and related supplements which will evaluate and compare similar products.

In addition, *InfoWorld* is featuring two new columns: "Behind the Screens," a primer on computer technology, and "Notes from the Field," a peek into the corporate offices of America.

"*InfoWorld* is definitely more informative, useful, and exciting," says **Jonathan Sacks**, Editor-in-Chief of the publication. "These changes are in keeping with our continuing effort to give our readers quick access to the most vital information on microcomputing."

SEPTEMBER 29, 1986
$1.75 ($2.25 Canada)
Volume 8, Issue 39

INFO WORLD THE PC NEWS WEEKLY

Apple showed products that enable data transfer between Macs and PCs across Northern Telecom's Meridian SL-1 and SL-100 PBXs.

Apple Acts to Improve Link Between Mac, IBM

Developers Rethink Software To Capitalize on 80386 Systems

Lotus, Ashton-Tate Anticipate Next Generation

By Rachel Parker

With the introduction of the first 80386-based computers, major software developers are recognizing they must rethink their applications to take advantage of the mainframelike properties of the new microprocessor.

The chip offers up to 4 gigabytes of addressable memory and supports multitasking through the protected mode — which ensures that programs will remain restricted to certain segments of memory and not

ucts running quicker," said Ed Blove, vice president of corporate research and development at Lotus Development Corp., in Cambridge, Massachusetts. "Then the next-generation products will appear, bringing features of m

mainframes

computer. Finally, there will be new applications for the 80386 that we will design only after we've had time to work with the machines."

Developers say the rate at which 80386 software is developed is directly tied to the

tinued on Page 8

### Inside

- IDG's Information Services Bureau
- IDC Scandinavia Seminar

**Profile of the Week**

# IDG's Information Services Bureau ISB Corporate Staff

Earlier this year, IDG formed the Information Services Bureau (ISB) to consolidate the development and management of all corporate databases. Under the direction of Corporate Information Officer **Sandra Young**, the ISB maintains all corporate information for use by IDG's worldwide business units.

The Information Bases are comprised of information covering several areas: accounting/financial data for domestic international operations; worldwide computer installation files; worldwide research files; worldwide vendor, VAR, and product files, as well as specific information bases created for use by particular business units.

The ISB is also responsible for managing data processing compatibility not only within each business unit, but also among the various units. Corporate communications, both data and voice as well as network design and installation will be overseen by the ISB.

According to Sandra Young, "The ISB facilitates the smooth collection maintenance and flow of information amongst our various worldwide offices. Our primary charter is to oversee the packaging of corporate information not only for internal use, but also for use by the various business units as they develop and market new products and services."

During the last several months the ISB has concentrated on the development of online database access for all IDG operations.

**Sandra Young** joined IDG in 1981 as a Corporate Consultant. In March of this year she took over the management of our Information Service Bureau (ISB). As the Corporate Information Officer, Sandra manages several operations: the Application Analysts who support the MIS requirements of the IDG family of operating companies; the ISB - Europe which supports the Information System User File (ISUF) in Europe; the Data Collection and Data Center processing for the ISUF - North America and the International Information Systems Vendor File (ISVF); the IDC Research File; and the new ISUF - Online Service. Sandra enjoys gardening and swimming.

The Administrative Assistant for ISB is **Valerie (Bernas) Sanclemente**. Valerie supports the Corporate Information Officer and her staff. She was formerly with IDC, where she held a client services position with the Leasing Planning Service. Valerie is a Katherine Gibbs graduate. She enjoys the beach and skiing.

**Mark Kunstman**, a Telephone Interviewer, joined IDG in August. His current duties include data collection through interviews and records information for entry. Mark lives in Natick, and enjoys tennis, basketball, bicycling and reading. He is a member of the Natick Lutheran Singles Group.

**Kate Whittemore** joined IDC in December 1983 as an Applications Analyst responsible for converting administrative systems from a DG Nova to an IBM mainframe. She has supported IDC mainframe data processing as systems were developed and/or converted. Recently, Kate's responsibilities have expanded to include IDC PC inventory, acquisitions, and coordination. Kate's interests include

*L to R: Arthur Guercilena, Kate Whittemore, Sandra Young, Bill Berghauer, Valerie Sanclemente, and Mark Kunstman. Insets: Peter Holm, Charlotte Molvang*

IDG
WORLD UPDATE

# The Local Loop

Volume 16 Issue 43 November 10, 1986

## DATA ENTRY OPERATORS

International Data Group is looking for experienced Data Entry Operators. Flexible hours. Good starting pay. Call or send resume to Dot Lanciloti, International Data Group, 5 Speen Street, Framingham, MA 01701, (617) 875-5000.

## ENTRY-LEVEL MARKET RESEARCHERS

International Data Group has several entry-level positions available in data collection. Successful candidates will be responsible for primary research on users and vendors in the information industry. Heavy telephone work. Associates or Bachelors degree preferred. Previous telemarketing experience, strong desire to learn market research techniques, and interest in high-tech industry real pluses. Call or send resume to Dot Lanciloti, International Data Group, 5 Speen Street, Framingham, MA 01701, (617) 875-5000.

## ADVERTISING SALES

*80 Micro*'s Palo Alto Office has an opening for an entry level sales person. They are looking for a college graduate with marketing and/or advertising experience to prospect new advertising leads and new markets. Interested candidates should respond to Brenda Billheimer, (415) 328-3471.

## EDITORIAL DESIGNER

*RUN* and *AmigaWorld* are looking for an Editorial Designer. This position requires a highly organized and self-motivated person to assist the art director in the following areas: layout design for columns, departments, and contents page; spec editor for columns, departments, and contents page; assist in photo shoots and contracting illustrators; preparing and sending out all 4-C art work and keeping separator on schedule; sit in on dummy and is responsible for re-roughing layouts that change due to ad configurations; responsible for meeting mechanical deadlines -- check all mechanical boards, attach 4-C film, halftones, artwork needed for each board; paste-up and mechanical artist; assist in developing production schedules. Position requires 1-3 years magazine experience. Send resume to *RUN*, 80 Pine Street, Peterborough, NH 03458, or call (800) 441-4403.

## STAFF ARTIST

*InfoWorld* has an opening in its editorial department for a Staff Artist. Duties include producing charts and graphics as needed at the direction of the art director. Because many of the graphics will be produced on a computer, the applicant must be comfortable with computer graphics. Requires a minimum of two years experience as a staff artist on newspapers or magazines. BA required. Interested applicants should call Jonathan Sacks, *InfoWorld*, (415) 328-4602.

## DISPLAY ADVERTISING COORDINATOR

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## EDITOR

Network World is looking for a Departmental Networking Section Editor. This Editor will be responsible for helping create a new section of Network World covering local area networks and their use within organizational departments. The primary focus will be on personal computer-based local area nets. This Section Editor will also be responsible for writing two columns per month and soliciting two more from outside contributors. Other section responsibilities include providing a lead section story and other news for the section as required. In addition to section responsibilities, the Section Editor will also be expected to write two-to-three news stories weekly and a feature-length story once every six weeks. All candidates must have at least one year of journalism experience in the communications/data processing industry. Interested applicants should contact Bruce Hoard, Editor of Network World, CWCI, x332.

## CARS FOR SALE

1986 Red 300ZX turbo. Every available option, including electronics and leather packages. 20,000 miles. Asking $18,000, negotiable. Call Nicolene Hengen, CWCI, x224 or at home, 787-0041.

1982 Mercury Lynx L, 2,800 miles. Excellent condition, reliable transportation. Asking $2,600. If interested, call Steve Zamierowski, IDC, (617) 872-8200, x346.

1971 Oldsmobile F-85. Reliable, 120,000 miles, perfect around town car. Costs nothing to insure. Asking $250 as is. Call Ken Hoyt at IDC, x238.

1983 bright red Renault Alliance. 2-door, power steering/power brakes, stereo. Great shape, 49,000 miles. Asking $3,200. Call Beth at CWCI, x225 or (617) 566-5916.

1981 Chevy Chevette, 4-speed, second owner, 60,000 miles. Great on gas, excellent running condition. Asking $2,000 or best offer. Call Kim Schuberthan, IDG, x475, or 339-5832 after 7:30 p.m.

golf, tennis, biking, crafts and mechanical household repairs.

**Bill Berghauer**, Application Analyst, joined IDG in April of this year. His current duties include operational tasks: system management, applications development, analysis and programming, and vendor interface. He resides in Allston with his wife and enjoys music and the mountains.

**Arthur Guercilena**, hired in October 1985, is the international Information ISUF Manager. He oversees International and Canadian Data Collection and acts as liaison with DP and Top Data. Arthur has a BS in Management from the University of Massachusetts and enjoys photography and music.

**Peter Holm** is the Information Base Manager for Europe. Peter began his career with IDC in 1983 stuffing envelopes. He quickly moved on, however, to become an interviewer for the Danish portion of the International ISUF. By 1984, Peter was given overall responsibility for the management of the Scandinavian ISUF. In conjunction with his work in that area, he also participated in the production of the 1984 and 1985 Scandinavian micro market reports. In the summer of this year, Peter joined IDG to oversee the development of the ISUF European on-line system.

**Charlotte Molvang** recently joined the ISB in Europe as Information Base Research Assistant. Previously, she had been employed by CBS Records in their marketing department. During college, Charlotte was an exchange student at Washington State University — she went on to complete her studies at the Copenhagen School of Business and Economics. Today she is responsible for ad hoc data entry, codebase management, quality control and order processing.

## News of Note

# IDC Scandinavia Runs 3rd CIOPS Seminar

Over 100 CIOs came together in Copenhagen to attend IDC Scandinavia's third fall conference for users, entitled "New Horizons." With only a smattering of vendors present, the agenda attracted just the right audience of senior level users. All who attended rated the conference highly.

**Will Zachmann** of IDC Framingham and **Martin White** from LINK Resources in London, presented internationally favorable views on technology in the 1990s and the potential for electronic mail.

**David Rouse**, Managing Director of IDC Scandinavia, commented, "The response was very positive. We expanded the breeding ground for our CIO planning service, which we intend to enhance next year."

## Anniversaries

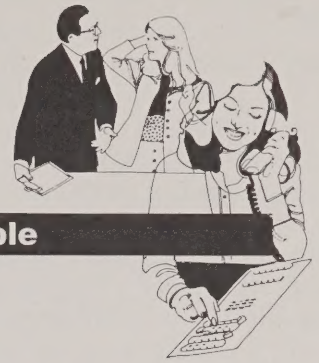
**One-Year**
Anne Bernstein, IDC
Doug DeCarlo, CWCI
Jeff Edman, PCW
Valerie Rice, IDC

**Two-Year**
Rosemary Gibson, CWC/P
Karen Kugel, IDC

**Three-Year**
Deborah Branscum, IFW
Judy McAffee, IDC
Leslie Walden, CWC/P

**Seven-Year**
Virginia Boudrieau, CWC/P

**Eleven-Year**
Gary Vantine, IDC



## People

The IDC Corporate Services Department would like to welcome their newest member, **Karen McLaughlin**. Karen will provide **Will Zachmann** with clerical support as well as be responsible for the updating and maintenance of IDC and LINK's prospect lists. Let's all give a warm welcome to Karen!

**Bruce Hoard**, Editor of *Network World*, is pleased to announce the promotions of three of his staff members. **Lisa Guisbond** has been promoted to Assistant Managing Editor-Production, and both **Josh Gonze** and **Beth Lazarus** have been promoted to Associate Editor.

Lisa joined CW Communications in April 1984, starting out as a Copy Editor for *Computerworld On Communications*. She was subsequently promoted to Associate Editor for *Oncom* and most recently held the same title at *Network World*. She will work with the Managing and Features Editors to ensure that *Network World*'s editorial standards are met, supervising the flow of copy and page proofs through the production cycle in order to get the publication to the printer on time and in the most readable and error-free form.

Both Josh and Beth joined CW Communications in March 1986 as Copy Editors. As Associate Editors, Beth will focus on the features and Josh on the news section of *Network World*,

continued...

monitoring the flow of copy to ensure that deadlines are met. They will work with the copy editors as well as supervise page production.

As a result of this realignment, **John Dix's** title will change from Assistant Managing Editor to Assistant Managing Editor-News.

**Shelley Bakst**, Manager Client Services/Senior Analyst for IDC's OA Group, recently presented a seminar on In-House Publishing to fifty senior-level staff at the National Security Administration in Washington, D.C.

## Positions

### Publisher

*inCider* magazine is seeking an individual to fill the position of Publisher. This position requires expertise in advertising, sales, editorial, circulation, production, and design. The Publisher will have full P&L responsibility. Personnel management includes a staff of 22 people, including a West Coast office. Must have 3-5 years experience as Publisher of a computer/consumer magazine with a strong ad sales background. Send your resume to Matthew Smith, CWC/P, 80 Elm Street, Peterborough, NH 03458, or call (603) 924-9471, x201.

IDG WORLD *update*

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Melissa Strayton

**Publisher**
Joseph L. Levy

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### Publisher/President

CWCI is looking for an entrepreneurial publishing professional who has the experience, talent, and energy to launch a new specialized business publication serving executives involved with information systems in the government sector.

The candidate will have the full responsibility for launching this publication and establishing a new CWCI Washington D.C.-based business unit.

Applicants should have experience in advertising sales and publishing, including knowledge of all operational aspects of publishing. Computer industry experience and/or knowledge is highly desirable as is familiarity with the federal computer systems procurement process.

We offer an excellent result-based compensation package, as well as comprehensive benefits, and the chance to be in charge of your own future. To apply, send a resume or a detailed letter to Steve Woit, CW Communications/Inc., P.O. Box 9171, Framingham, MA 01701.

## Mark Your Calendar

Each week *IDG Update* will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Nina Ricci, IDC Framingham.

| | |
|---|---|
| Nov. 3 | *Computerworld's*<br>1,000th Issue |
| Nov. 5 - 8 | European General Managers<br>VP Pacific Region, General Manager South America<br>1987 Final Budget Meeting<br>Crowne Plaza<br>Natick, MA |
| Nov. 10 - 13 | COMDEX Show<br>Las Vegas, NV |
| Nov. 13 | IDG Seminar Series "Customer Relations and Telephone Techniques"<br>9:00 A.M. to 5:00 P.M.<br>Crowne Plaza<br>Natick, MA<br>Contact Linda Bowes at IDG, ext. 554 |
| Nov. 14 - 16 | CWCI International Marketing Meeting<br>Palm Springs, CA |
| Nov. 24 - 25 | IDC's International Executive Conference<br>Cannes, France |
| Dec. 5 | *PC World* Christmas Party<br>San Francisco, CA |
| Dec. 6 | *InfoWorld* Christmas Party<br>Menlo Park, CA |
| Dec. 19 | IDG, CWCI, IDC, and *Digital News*<br>Christmas Party<br>Westin Hotel<br>Copley Place<br>Boston, MA |

## New Address, Etc.

As of September 15 IDC Germany has changed its telex number. The new number is: 4072894 IDCG D

IDC Austria has changed their agency. The address is:

IDC Oesterreich
c/o Management Data GmbH
Attn.: Dr. Gerhard Kratky
Julius-Tandler-Platz 3
A-1090 Vienna

# IDG WORLD

VOLUME 16, NUMBER 45 NOVEMBER 10, 1986 *update*

COMPUTERWORLD
Our 1000th Issue
SPECIA
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## Computerworld Marks 1000th Issue

*Details inside*

**Inside**

- PC World Communications Wins Award
- ISB Research File

## *Computerworld* Marks 1000th Issue

CW Communication/Inc.'s flagship publication, *Computerworld*, celebrated its 1000th issue on November 3 with a collector's edition that included a special 200-plus page insert on the computer's role in society. The issue marked the 40th anniversary of the introduction of the first large-scale electronic digital computer, "ENIAC," which debuted in Philadelphia in 1946. "It's appropriate that *Computerworld*, the largest specialized business publication in the United States, celebrate the age of the computer as it celebrates its 1000th issue milestone," said *Computerworld* Publisher **Don Fagan**.

Features Editor **George Harrar** revealed that a number of prominent authors have contributed articles examining various aspects of the human/computer relationship. "**Isaac Asimov** has written a piece entitled 'What a Computer Won't Do,' **William F. Buckley, Jr.** has submitted 'How Computers Enhance Individuality,' and **Dr. Joyce Brothers** has addressed differences in how males and females relate to computers," said Harrar. "These are only a few of the noted writers who were represented."

In addition, Harrar said that many distinguished computer-industry pioneers had contributed pieces or had been interviewed for the special section within the 1000th issue. Included were **Presper Eckert**, co-inventor of "ENIAC," and chairman of the boards of leading companies like Xerox, Tandy, NCR, CDC, and Sperry. Nobel prize winner in physics, **Arno Penzias**, had written a profile of 1000th issue cover artist Lillian Schwartz, who Penzias calls the "person who launched computer art." A message from **President Reagan** preceded the insert.

*Computerworld's* 1000th "doesn't dwell on the past, but uses it as a reference for the exciting current and future developments that continue to characterize the computer age," said Editor-in-Chief **Bill Laberis**.

According to News Editor **Peter Bartolik**, the issue focused on six major areas. "Four technical sections include coverage of communications, mainframes and minicomputers, and microcomputers and software. One section reviews the causes and effects of industry economic ups and downs, and discusses possible future developments. And, of course, we devoted an area to management."

The issue included a message from **Patrick J. McGovern**, Chairman of the Board of CW Communications/Inc. and founder of *Computerworld.*

*Computerworld's* special 1000th issue, the largest in the history of the publication, will be distributed at ADAPSO, the Association of Data Processing Service Organization's trade expo in Phoenix, and the COMDEX (Computer Dealer Exposition) show in Las Vegas in addition to its regular subscription list. It will also be available for the next year at the Boston Computer Museum.

## News of Note

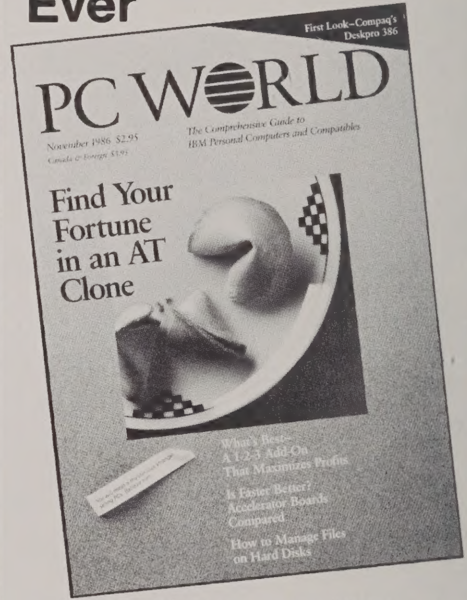
"The Leadership & Supervisory Skills for Women" seminar, conducted by IDG's Personnel Department on October 21st, was a great success. Special thanks go to **Linda Bowes** for coordinating the program.

The speaker, **Kay Cronkite Waldo**, captured the 37 participants with her dynamic presentation of tips and techniques for enhancing one's leadership style and capabilities.

Because of the program's success, the Personnel Department has invited Kay back to conduct a more in-depth follow-up on several specific topics covered in the program.

Watch for details in the first part of 1987!

## *PC World* Magazine Announces Largest Issue Ever


First Look–Compaq's Deskpro 386
PC WORLD
November 1986 $2.95
Canada & Foreign $3.95
The Comprehensive Guide to IBM Personal Computers and Compatibles
Find Your Fortune in an AT Clone
What's Best– A 1-2-3 Add-On That Maximizes Profits
Is Faster Better? Accelerator Boards Compared
How to Manage Files on Hard Disks

*PC World*, the most widely-read IBM-specific magazine for business computer users, announced that its November issue carried the highest number of advertising pages ever. The magazine's 450 pages included 290 pages of advertisements. With 315,000 total paid readers, *PC World* also reported its largest circulation revenue.

*PC World* closed its advertising order books for the third quarter of 1986 with a year-to-date gain of 15 percent over 1985 in ad pages and a 44 percent increase in revenue over 1985.

"Our quality editorial, crisp graphics, and consistent marketing message, along with our readers' strong buying power, have combined to make *PC World* a powerful force and major competitor in the magazine publishing industry," said Vice President and Publisher **James Martin**.

According to the Spring 1986 Mediamark Research Inc. (MRI) Survey, which measures U.S. demographic and product usage for the magazine publishing industry, audience demographics for *PC World* are comparable to those of the *Wall Street Journal* and *Forbes*, and surpass those of *Business Week* and *Fortune*.

The MRI study found that the median household income for *PC World* readers is $48,543, fourth highest among 160 magazines studied by MRI. *PC World* outranks *TWA Ambassador* at $48,211, *Wall Street Journal* at $47,405, and *Business Week* at $43,798. The *New York Times* places first at $50,444.

The MRI Individual Employment Income (IEI) for *PC World* readers was $30,829, placing *PC World* fifth of the 160 magazines. *PC World* outranked *Business Week* readers at $29,252 and *Fortune* readers at $24,967. The *Wall Street Journal* placed first with a $32,824 IEI.

## Anniversaries

**One-Year**
Diane DeFlorio, IDC
Marcia Sanford, IDC

**Two-Year**
Maureen Carter, CWCI
Judy Walker, CWC/P

**Four-Year**
Craig Pierce, CWC/P
James Warmack, LR

**Eight-Year**
Debbie DePeyster, CWC/P
Rita Rivard, CWC/P

## News of Note

### *Publish!* and *PC World* Capture *Folio* Magazine First Place Gold Awards

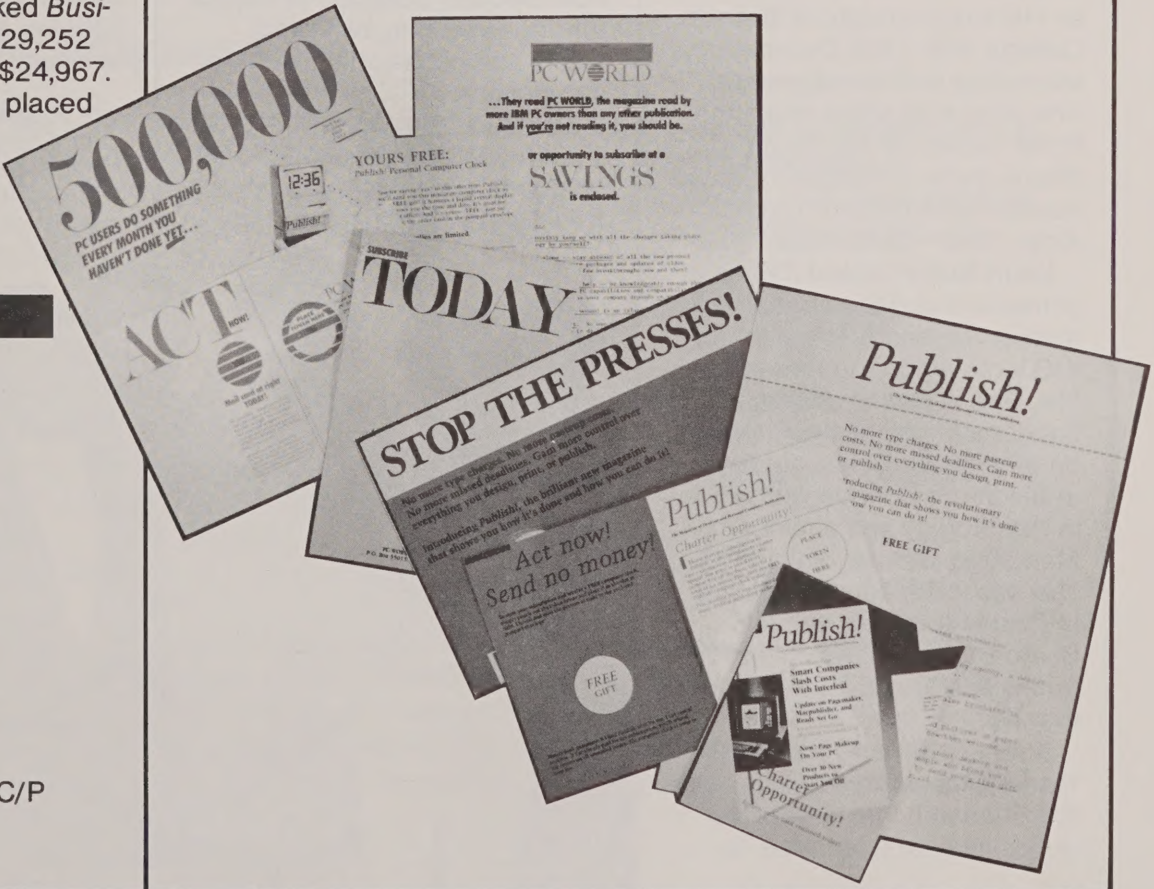
PC World Communications Inc. was a double winner at the recent *Folio* magazine annual Circulation/Direct Marketing Awards Luncheon held in New York City on October 9.

**Penny Ertelt**, Associate Publisher/Director of Circulation for PC World Communications Inc., has announced that direct mail campaigns for both *Publish!* and *PC World* took first place Gold Awards at the prestigious event. "We're extremely proud to have been honored with two *Folio* awards in the first place category this year," she said.

The winning campaigns were created by CWCI's Direct Marketing Group, headed by **Gail Odeneal**, Direct Marketing Corporate Director. *Publish!* won in the new magazine launches category with its campaign entitled, "Stop the Presses!" *PC World* clinched the top award in the 250,000 circulation consumer and special interest category.

Each direct mail package included a letter, brochure, publisher's note and order form. The *Publish!* package was unique because it was produced in collaboration with the production group at PC World Communications, using desktop publishing technology.

The CWCI Direct Marketing group produces, on an ongoing basis, direct mail campaigns for a number of clients, including *PC World*, *Macworld*, *Publish!*, *Computerworld*, *InfoWorld*, *Network World*, *Micro Marketworld*, MacWorld Expo, and CW/Conference Management Group. The Direct Marketing Group is part of **Jack Edmonston's** Marketing Services Department.


500,000
PC USERS DO SOMETHING EVERY MONTH YOU HAVEN'T DONE YET...
PC WORLD
...They read PC WORLD, the magazine read by more IBM PC owners than any other publication. And if you're not reading it, you should be.
YOURS FREE:
SAVINGS
is enclosed.
SUBSCRIBE TODAY
ACT NOW!
STOP THE PRESSES!
Publish!
Act now! Send no money!
FREE GIFT
Charter Opportunity!

**Profile of the Week**

# ISB Research File Data Collection

The ISB Research File Group is responsible for conducting primary research for the newly-created IDC Research File. This dynamic group is also responsible for data collection for a variety of ad-hoc studies. A sampling of the topics to date includes the H-P Spectrum Announcement, Electronic Publishing, and IBM's System 36.

While attending college **Chantal Grace**, Research File Production Supervisor, began her career with IDG working as a consultant doing telephone interviews. After graduating she returned to IDG in January 1986 to oversee the production of the new Research File. Her duties as Production Supervisor include managing the Research File staff within ISB and acting as production liaison. Chantal is an Honors Graduate of Babson College with a B.S. Degree in Marketing and Management. She is an avid sailor, races the PHRF series on the South Shore and is a member of Toastmasters International (John Alden Club - Cambridge).

**Lauri Scher** joined IDC as a consultant and then became a Market Research Assistant for IDG working on the Research File. She is now in charge of coordinating all coding activity on the File. Lauri is a graduate of Skidmore College with a B.A. in Psychology and a minor in Marketing. Before joining IDG she was a Research Assistant at First Market Research in Boston. Lauri enjoys skiing, tennis and spending time with friends.

**Linda Doliner** is another Market Research Assistant with the Research File Group. Her duties include telephone research and new lead coordination between the Research File and DataFile. Linda graduated from Babson College in 1984 with a degree in Business Administration. Linda is a pre-modern art enthusiast.

**Irene Kogan** graduated from Chapman College in Orange County, CA with a B.S. in Business Administration, concentrating in Marketing. Prior to joining IDG as a Market Research Assistant, Irene lived in Leningrad, Italy, and then California. Last February Irene traded sunny, relaxing California for the sophistication of Boston. She enjoys the fast-pace of city life, theaters, museums, dancing, and meeting interesting people.

**Brad Goodwin** joined IDG as a Communications Consultant in April of 1986. He worked on updating the DataFile and the Enterprise Files before joining the Research File staff as a Market Research Assistant in May. Brad, a lifetime Framingham resident, received a B.S. from Babson College. He enjoys tennis, swimming, bicycling, music and occasionally delving into politics.

**Jim Farley**, a Market Research Assistant on the Research File, graduated from New England College in Henniker, NH with a B.S./B.A. with a concentration in Management. He held several positions with International Paper Company in Framingham before coming to IDG. Jim was recently married on September 13, 1986. Both he and his wife, Lisa, enjoy skiing, dirt bike riding, and playing golf.

**Bradley Christenson**, a Market Research Assistant in the Research File, joined the ISB in August. Brad enjoys outdoor activities, rugby, hockey and reading. He is a recent graduate of the University of Massachusetts in Amherst and is a member of Pi Kappa Alpha Fraternity. His degree is in Business with a concentration in Marketing.

**Lolita Hedgeman**, a Market Research Assistant, is an Honors Graduate of Hampton University with a Bachelor of Science degree in Marketing with a Market Research emphasis. She is a native of Charlottesville, Virginia, moved to New England a year ago, and now resides in Framingham. Lolita enjoys suburban life, and her hobbies include travel, reading, music and clothing design.

*L to R: Brad Goodwin, Lolita Hedgeman, Chantal Grace, Linda Doliner, Irene Kogan, Lauri Scher, Jim Farley, and Bradley Christenson*

IDG WORLD UPDATE

# The Local Loop

VOLUME 16 ISSUE 45 NOVEMBER 10, 1986

## SHIPPER/RECEIVER

CW Communications/Inc. is looking for an energetic individual to handle their shipping/ receiving area. Responsibilities include logging in all publications, courier freight and pickups, UPS, local courier service, and all incoming and outgoing freight. You will also be responsible for the inventory of office supplies, a weekly courier report, and various duties assigned by the Mailcenter Supervisor. Organizational skills, good communication skills, and a willingness to work as a team member are a must. Prior shipping/receiving experience would be helpful, but would be willing to train. To apply, call Rick Ciliberto, (617) 879-0700, x290.

## MAILCENTER STAFF

CWCI has an immediate opening for someone to work in their mailcenter full time. Responsibilities include processing mail, delivery of mail and supplies, warehouse runs, organizing inventories, and a wide range of miscellaneous duties. A willingness to work as a team member is required. Dependability is a must. This is an entry-level position with the only requirement being a valid Massachusetts driver's license. Postal experience is a plus. To apply, please call John Merullo, (617) 879-0700, x373.

## REGIONAL ADVERTISING MANAGER

*Micro Marketworld* has an immediate opening for an experienced Advertising Space Salesperson in its Menlo Park office to cover the Northern California area. This position requires experience in advertising space sales. Applicants with sales experience with a high-technology publication preferred. Familiarity with the microcomputer market a plus. College degree preferred. Interested applicants should contact Art Shields, (415) 328-4602.

## EXECUTIVE ASSISTANT

*Micro Marketworld* is looking for an experienced Executive Assistant to work in the Menlo Park sales department. This person should be well organized, a self-starter, have excellent office skills, and a minimum typing of 65 wpm. Position begins immediately and reports to the Publications Director. If interested, call Liz Massengill, (415) 329-8220.

## NEW YORK BUREAU CHIEF

*InfoWorld* has an immediate opening for a Bureau Chief in the New York area. This employee will contribute major news and feature stories about developments in microcomputer technology and its impact on the business community. He or she will write and edit stories. A minimum of three years writing and reporting experience, including at least one year on a daily newspaper and one year on a publication covering the microcomputer industry are required. If interested, please contact Jonathan Sacks, *InfoWorld*, (415) 328-4602.

## SYSTEMS SUPPORT SPECIALIST

*InfoWorld* has an immediate opening for a Systems Support Specialist in its Systems Department. The candidate must be able to work with little or no supervision. Primarily responsible for planning, development, implementation of microcomputer-based applications for *InfoWorld*. Development will center on database and spreadsheet applications based on specified departmental requirements. Heavy emphasis on all levels of training, from introduction to microcomputers for novice users to advanced applications development. Will provide ongoing support to microcomputer users (hardware and software), procedural documentation and basic system troubleshooting. Will actively participate in the continual evaluation of *InfoWorld's* computing needs, presenting and recommending changes as needed. Will also serve as back-up Atex system support. Minimum two years heavy microcomputer support, specifically in systems evaluation, training, and applications development required. Must have good understanding of microcomputer hardware. Overall familiarity with minicomputer systems management helpful. Contact Bob Hoskins, *InfoWorld*, (415) 328-4602.

## CARS FOR SALE

1984 Dark Red Nissan Sentra. 23,000 miles, 2 door, 5-speed, 40+ mpg highway. Excellent condition throughout. Well maintained, recent tune-up, oil & filter changes every 3,000 miles. Selling for bigger family car. Asking $4,500 or best offer. Call Mike, IDC, x611.

1981 Chevy Chevette, 4-speed, second owner, 60,000 miles. Great on gas, excellent running condition. Asking $2,000 or best offer. Call Kim Schuberthan, IDG, x475, or 339-5832 after 7:30 p.m.

1986 Red 300ZX turbo. Every available option, including electronics and leather packages. 20,000 miles. Asking $18,000, negotiable. Call Nicolene Hengen, CWCI, x224, or at home, 787-0041.

1976 Royal Blue MGB. Perfect mechanical condition. New brakes and muffler. Asking $3,200. If interested, call Jeanine Finn, IDC, x396.

1982 Mercury Lynx L, 28,000 miles. Excellent condition, reliable transportation. Asking $2,600. If interested, call Steve Zamierowski, IDC, (617) 872-8200, x346.

## FOR SALE

AKC Cairn Terrier Pups. Males and females, quality bred for pet and show. Excellent companions, adaptable to apartments or yards. Pups presently available or order for Spring. For more information, call Paula Foss, CWCI, (617) 879-0700, x462, or (617) 285-9380 evenings.

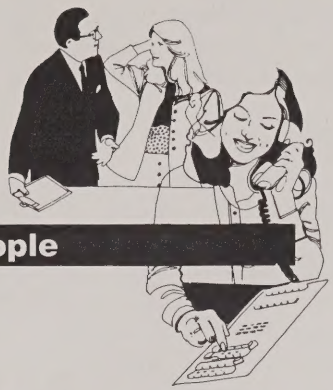
## LOCAL EXPRESS TO LOGAN IS ON THE WAY

On November 16 the Logan Express bus service from Shoppers' World will offer MetroWest travelers the chance to avoid traffic congestion around Logan Airport. For $13 a traveler will be able to park at the lot for a day and take an express bus to and from Logan Airport. The introductory price for the service is $5 per bus trip and $3 a day to park. The price is expected to increase once the introductory period is over. The buses will run Monday through Friday every half hour beginning at 5:30 a.m. At 7 p.m., the buses go to an hourly schedule. The last bus from Logan leaves the airport at 11 p.m. On Saturday buses will run every hour from 6 a.m. to 11 p.m. On Sunday, the service operates every hour from 6 a.m. to noon, every half hour from noon to 7 p.m. and every hour from 7 to 11 p.m. Quickway Transportation of West Boylston is providing the service.

## Mark Your Calendar

Each week *IDG Update* will publish a Calendar of Events listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Lisa McGrath, IDC Framingham.

| | |
|---|---|
| Nov. 10 | Seminar Series<br>"The New Tax Law"<br>11:30 A.M. to 1:00 P.M.<br>IDC Boardroom<br>Contact Linda Bowes at IDG, x554 |
| Nov. 10 - 13 | COMDEX Show<br>Las Vegas, NV |
| Nov. 13 | IDG Seminar Series<br>"Customer Relations and Telephone Techniques"<br>9:00 A.M. to 5:00 P.M.<br>Crowne Plaza<br>Natick, MA<br>Contact Linda Bowes at IDG, x554 |
| Nov. 14 - 16 | CWCI International Marketing Meeting<br>Palm Springs, CA |
| Nov. 24 - 25 | IDC's International Executive Conference<br>Cannes, France |
| Dec. 4 | IDG Seminar Series<br>"Taking Charge Strategies for Working Mothers — Balancing Careers & Family"<br>9:00 A.M. to 4:00 P.M.<br>Crowne Plaza<br>Natick, MA<br>Contact Linda Bowes at IDG, x554 |
| Dec. 5 | *PC World* Christmas Party<br>San Francisco, CA |
| Dec. 6 | *InfoWorld* Christmas Party<br>Menlo Park, CA |
| Dec. 19 | IDG, CWCI, IDC, and *Digital News* Christmas Party<br>Westin Hotel<br>Copley Place<br>Boston, MA |



## People

**Mary Campo** is the new Advertising Assistant for *Computerworld*. Her responsibilities include coordination of the Card Deck, supporting the Advertising Manager, and backup to the Advertising Coordinators. Mary is single, lives in Framingham, and enjoys all sports. Let's give a warm welcome to Mary!

Another newcomer to *Computerworld's* Advertising Department is **Susan Thaxter**. Susan's title is Advertising Coordinator. Her duties include coordinating advertising space, keeping logs for space reservations, keeping close contact with the sales offices, and assisting the other Advertising Coordinators and Manager. Welcome Susan!

CWCI's Editorial Copy Desk is pleased to announce three new Copy Editors to their staff.

**Sharon Baker** is a 1984 Honors Graduate of Syracuse University, where she majored in Journalism and Sociology. She has held copy editing and reporting positions at the *Daily Orange*, *Syracuse Magazine*, *The Herald Journal*, and *The Schenectady Gazette*. For the past two years Sharon has been covering the Acton/Boxboro/Concord area as a reporter for *The Middlesex News*.

**Martha Ruch** is a 1985 graduate of Syracuse University where she earned a B.S. in Magazine Journalism. Martha has worked as a copywriter for S.U.'s yearbook, as an intern at a weekly business newspaper in Buffalo, N.Y., and as a free-lance writer for *The Brookline Standard*. Most recently, she was Assistant Editor at the New England Publishing Group, where she researched, wrote, edited and proofed articles for two regional magazines.

**Jim Daly** graduated in 1982 from Boston University with a Degree in Journalism. Jim has held positions as a reporter with *The Middlesex News*, as an Assistant Editor with *Teenage/Highwire* Magazine, as a music critic for *The Boston Herald*, and as a free-lance writer/photographer for various national and regional publications. Most recently, he was a Senior Editor at *The Boston Edge*, a biweekly arts and entertainment paper.

Please join in welcoming Sharon, Martha, and Jim!

## News You Can Use

# Know When Not to Use the Hospital

Most hospitals are designed to provide short-term care. Not only are hospital stays expensive but sometimes even unnecessary. Here are some guidelines for using hospital services wisely:

- Don't use the hospital if you can get the same service elsewhere. Ask your doctor about alternatives.
- The hospital isn't a resort hotel. It isn't the place to go for a rest. It's usually busy and often noisy.
- Hospitals shouldn't be used for the "convenience" of having a number of tests done at the same time. Ordinarily you can have the same tests performed on an outpatient basis more efficiently and for less cost.
- Avoid weekend admissions, except in cases of emergency. If possible, enter the hospital the morning of your procedure.

*Continued on next page*

**News You Can Use**

# Before Going to the Hospital

The odds are that sometime in your life hospitalization will be recommended. In order to minimize your risks and help contain costs when this happens there are some things you may want to discuss with your doctor:

- Medical necessity — Why is hospitalization necessary?
- Pre-admission testing — Can tests be done before admission to the hospital?
- Ambulatory surgery — If surgery is necessary, can it be done on the same day as admission, or on an outpatient basis?
- Fees — How much will the total charges be, and how much is covered by insurance?

IDG WORLD update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Lisa McGrath, IDC, 617-872-8200 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please check one.**
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

**Please fill out completely.**

Your Name: ______________________

Title: ______________________

Company/Department: ______________________

Address: ______________________

City/State/Zip ______________________

Country ______________________

Phone: ______________________

E. Mail: ______________________

Description: ______________________

# IDG WORLD

VOLUME 16, NUMBER 46 NOVEMBER 17, 1986 *update*

## *Computerworld* and IDC Join Forces in Event Marketing Effort

Gentlemen, Start Your Engines!

So began the October 11 Laguna Seca Indy Car Race in Carmel/ Monterey, California. Approximately 95 *CW* and IDC clients and prospects came to watch a *CW*/IDC-sponsored race car compete with over 30 other contestants.

The goal of the day-long event was to promote both *Computerworld* and IDC and, at the same time, entertain and educate clients and prospects. **Bill Healey**, Western Regional Director for *Computerworld*, and **John Reichmuth**, IDC's Director of Sales/Western Region for the Vendor Business Unit, worked together to organize the "event marketing" extravaganza.

According to Bill, "In today's competitive environment, sales aren't just sales -- they come from developing relationships. Event marketing is one method of developing these personal/business relationships. We attracted several key people to our Indy car event, thereby providing an opportunity to cement and formulate new relationships."

The guests arrived around 9:30 at the *CW*/IDC hospitality tent adjacent to the race track. After a few brief introductions, the group proceeded to the paddock to inspect car #36 which displayed its *CW*/IDC sponsorship on the side of the rear wing. Guests received jackets and hats proclaiming them members of the "*CW* and IDC Racing Teams."

After lunch, race car driver Randy Lewis spoke to the guests describing the track, his strategy, car speeds at various points and technical information about the car itself. At the conclusion of the presentation, everyone was ready to cheer the *CW*/IDC car on to victory!

Despite the fact that Randy Lewis got off to a fine start, midway through the race an exhaust manifold shattered and caught fire forcing the car to leave the race. Randy is fine and the car was repaired in preparation for the last two races of the season.

*Continued on next page*

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36
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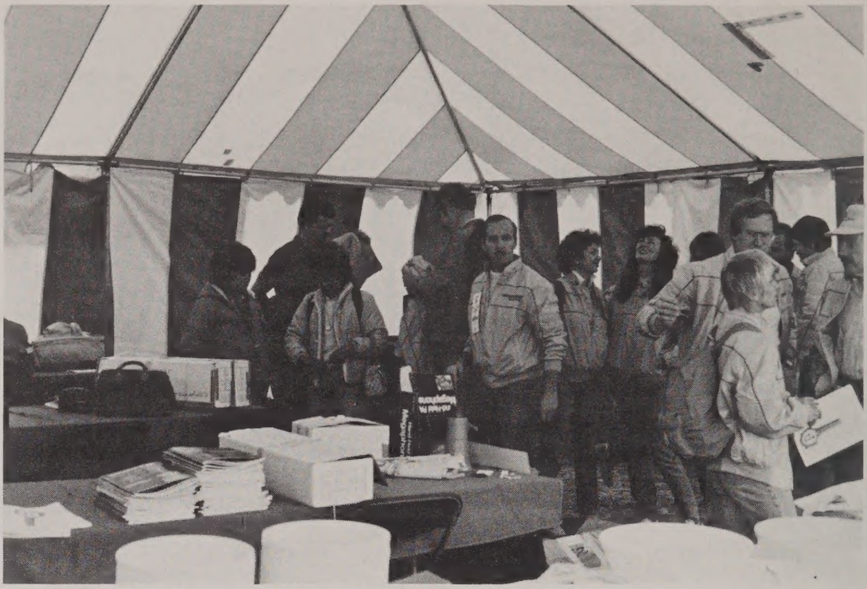
### Inside

- *CW*/IDC Race Photos
- ISB Data Center Group
- *Computerworld* Button Contest

The success of the event, however, was not measured by the conclusion of the race itself. *Computerworld* and IDC have already seen direct benefits. "As a result of spending the day with the Vice President of Marketing from a major printer manufacturer, we were able to schedule a presentation which resulted in the sale of 26 tabloid pages in *Computerworld* for 1987," said Bill Healey. "This was a person we had not been able to get in to see prior to this event."



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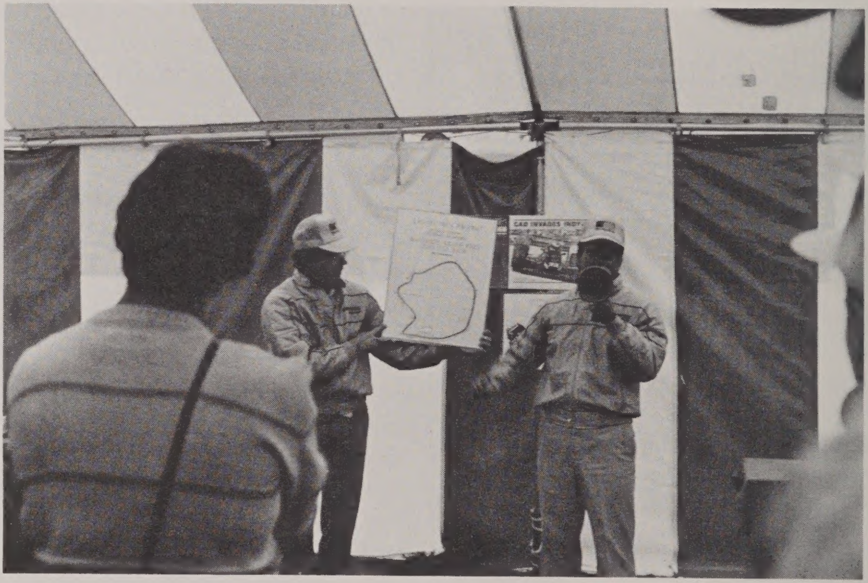

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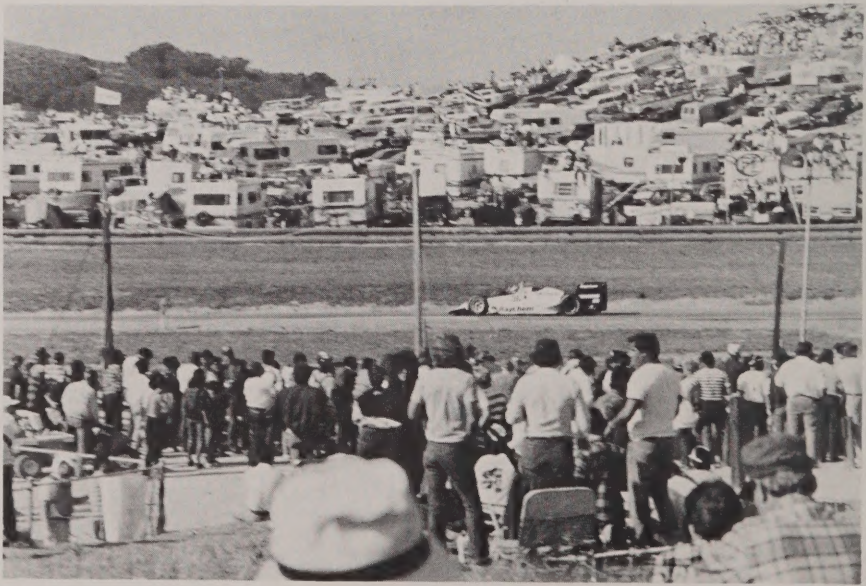


D

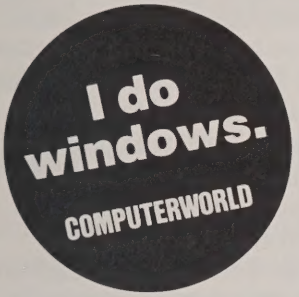
A *Staff and guests assemble at the CW/IDC hospitality tent prior to the race.*

B *John Reichmuth, IDC's Director of Sales/Western Region for the Vendor Business Unit, and race car driver Randy Lewis inspect the CW/IDC insignias.*

C *Bill Healey, Western Regional Director for Computerworld, assists Randy Lewis as he explains the racing event.*

D *Hundreds cheer the CW/IDC car on to anticipated victory.*

# *Computerworld* Magazine Pushes All the Right Buttons



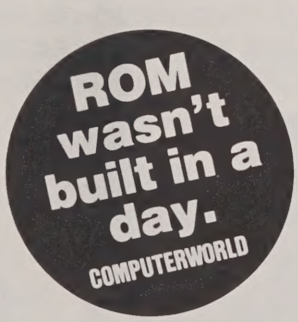
"The good, the baud and the ugly," "We all live in a yellow subroutine," and "ROM wasn't built in a day" are three of six winning button-slogans selected in *Computerworld* magazine's recent annual button contest. Hundreds of entries were submitted by readers from countries as diverse as Saudi Arabia and Canada, and were delivered by almost every known mode of transportation to reach panel judges by the deadline.

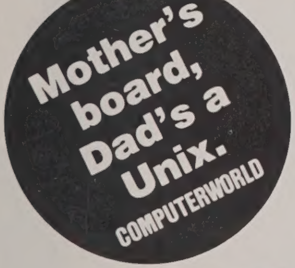
Entrant **John J.L. Hardman, Jr.**, of Dallas, Texas, submitted a record 49 catchy computer phrases, including his award-winning "I do windows." He and six others (there was one tie for the same slogan) will each receive a $100 gift certificate "good towards the purchase of software from a friendly neighborhood computer store," as well as a personalized award certificate.

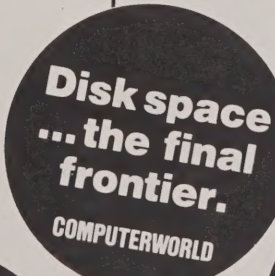
According to **Jack Edmonston**, CWCI Senior Vice President of Communication Services, "Since its founding in 1967, *Computerworld* has given away thousands of buttons each year at trade shows. The buttons became so popular that we decided in the late '70s to let our readers have some fun with a contest while giving our creative people a break from inventing new slogans each year."

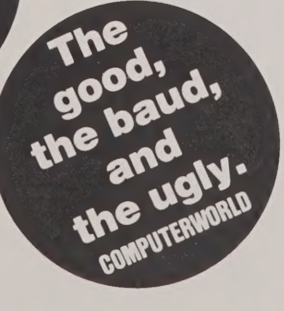
*Computerworld's* "ridiculous button contest" has been a huge success. The youngest 1986 contest entrant was nine-year-old **Jenny Baker** of Post Falls, Idaho, a computer-aware youth who used her imagination to devise, "There's no worm in this apple."

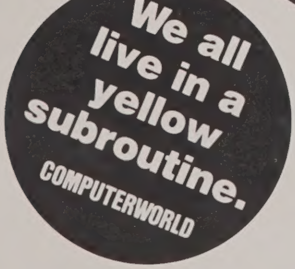
Other winning entries that will be sported on computer professionals' lapels around the world are, "Mother's board, Dad's a Unix," and "Disc space . . . the final frontier." One enterprising company used the contest for self-promotion and submitted a gag software program called "Square One" to the judges. They didn't win a prize, but they may have a new client.


ROM wasn't built in a day.
COMPUTERWORLD


Mother's board, Dad's a Unix.
COMPUTERWORLD


Disk space ...the final frontier.
COMPUTERWORLD


The good, the baud, and the ugly.
COMPUTERWORLD


We all live in a yellow subroutine.
COMPUTERWORLD

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| | |
|---|---|
| Nov. 17 | Breakfast Seminar*<br>"IBM Strategies--<br>Putting it in Perspective"<br>Detroit, MI<br>8:00 A.M. to Noon |
| Nov. 18 | Breakfast Seminar*<br>"IBM Integration Strategies"<br>Hilton Hotel<br>New York City<br>8:00 A.M. to Noon |
| Nov. 20 | Vendor Breakfast ** Seminar<br>"Opportunities for Third Party Service Vendors"<br>Lowes Glen Point<br>Teaneck, NJ<br>8:00 A.M. to Noon |
| Nov. 24-25 | IDC's International Executive Conference<br>Cannes, France |
| Dec. 2 | Breakfast Seminar*<br>"Technologies for the Future"<br>Essex House<br>New York City<br>11:30 A.M. to 4:30 P.M. |
| Dec. 4 | Breakfast Seminar*<br>"IBM on Communications"<br>Four Seasons Hotel<br>Philadelphia, PA<br>8:00 A.M. to Noon |
| Dec. 4 | IDG Seminar Series<br>"Taking Charge Strategies for Working Mothers -- Balancing Careers and Family"<br>9:00 A.M. to 4:00 P.M.<br>Crowne Plaza<br>Natick, MA<br>Contact Linda Bowes at IDG, x554 |

* Contact Linda Shea, IDC, x202
**Contact Janet Morita, IDC, x347

**Profile of the Week**

# ISB Data Center Group

The Data Center Group, located on Park Street in Framingham, has been part of IDG under the direction of CIO **Sandra Young** since March of this year. Data Center staff members are responsible for the maintenance and production of IDC's user, vendor, and research files, as well as custom processing for IDG, IDC and CWCI.

**Susan Slater** has been the Data Center Manager since May. Susan graduated from Wittenberg University and worked as a Math Teacher/ Counselor at Huntington Job Corps Center and worked as a programer for the Ohio Department of Education. She lives with her husband and two daughters in Sharon, MA. Susan enjoys singing with the Community Chorus and Temple Sinai Choir, needlework and gardening.

**Lois Green**, Office Manger /Data Entry Coordinator, has been with IDC since 1973. During that time she has held positions as Secretary, Executive Secretary and Administrative Assistant in the Data Center. Some of her present duties as Office Manager entail control record keeping for all DP orders; coordinating flow of date entry work; works with suppliers of forms and handling office correspondence. Lois lives with her husband in Needham and relaxes with reading and knitting for her two new granddaughters.

As Shipper/Computer Operator, **Sam Emmanuel's** duties include various aspects of shipping and operations, running jobs according to programmer set-up sheets on the IPL and maintaining inventories. Sam is currently working on a Bachelor's Degree at Framingham State College. He likes to take time out for lawn tennis, ping pong, movies and dancing.

**Judy McAfee** is a Data Entry Operator. She enters data from a variety of source documents; operates a PC to obtain various printouts; and enters and retrieves information on electronic mail. Judy has been with IDG since 1983. She lives in Framingham with her husband and two daughters.

**Sandra Coleman** joined ISB in 1981 as Data Entry Operator. Her current duties include entering data on terminals and PCs from a variety of source documents, electronic mail, and acting as a backup for the Office Manager. Sandra is originally from Chicago. She resides in Framingham with her husband and daughter.

**Eva Gordon** is presently enrolled at Boston University in a Computer Science undergraduate program. She came from Computer Corporation of America in Cambridge before joining the company in 1985 as a Programmer/Analyst. Eva is a member of the US Ski Association and loves downhill skiing, bicycling and jazzercise. She lives in Southboro with her husband Andy.

As Operations Manger/Hardware Coordinator, **Garry Vantine** handles production runs on the mainframe, makes sure hardware is running up-to-date, handles communications between Park and Speen Street and installs PCs and terminals where needed. Gary loves golf, tennis and riding his motorcycle. He lives in New Hampshire with his wife Nadine.

**Bob Edwards** has been a Programmer since Janaury 1985. He develops and maintains Model

*L to R: Kevin Brennan, Eva Gordon, Marianne O'Neill, Susan Slater, Bob Edwards, Susan Yee, Garry Vantine, Sandra Coleman, Judy McAfee, Lois Green. Not present – Sam Emmanuel*

IDG
WORLD UPDATE

# The Local Loop

VOLUME 16 ISSUE 46 NOVEMBER 17, 1986

## NEWS EDITOR

*Micro Marketworld* is looking for a News Editor in their Editorial Department. Responsibilities include managing the writing staff, coordinating copy flow, making news judgements and working with the production staff. The candidate will work in conjunction with the Editor, Managing Editor and Art Director to maintain the tone and quality of the magazine. Five years Journalism experience is required, including writing and editing. Some management experience is essential. Should be knowledgeable about the microcomputer industry. Daily newspaper experience is a plus. Contact David Hill, Editor, *Micro Marketworld*, (800) 363-6474.

## ASSISTANT NEWS EDITOR

*Micro Marketworld* is looking for an Assistant News Editor. Responsibilities include supporting the News Editor in all aspects of managing the writing staff as well as working in conjunction with the Features Editor handling perspective sections. Should have editing experience. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## MANAGING EDITOR

*Micro Marketworld* has an immediate opening for a Managing Editor. You will be responsible for managing the copy desk staff and directing production of the magazine while working in conjunction with Editor, News Editor and Art Director to maintain the tone and quality of the magazine. Two years management experience required. Extensive experience in editing, layout, headline writing and production required. Good people skills essential. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## ASSISTANT MANAGING EDITOR

*Micro Marketworld* has an opening for an Assistant Managing Editor. Responsible, along with the Managing Editor, for running the copy desk, editing, layout and supervision of production. Should have two years editing experience. Pagination experience a plus. Contact David Hill, Editor, *Micro Marketworld.*

## EXECUTIVE ASSISTANT

*Micro Marketworld* is looking for an experienced Executive Assistant to work in the Menlo Park Sales Department. This person should be well organized, a self-starter, have excellent office skills, and a minimum typing of 65 wpm. Position begins immediately and reports to the Publications Director. If interested, call Liz Massengill, (415) 329-8220.

## COPY EDITORS

*Micro Marketworld* is looking for Copy Editors who will be responsible for editing copy for spelling, grammar, punctuation, style and content. These people should have a solid background in English. Editing experience a plus, but we are willing to train. Full and part-time positions available. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## WRITERS

*Micro Marketworld* Editorial Department is looking for writers who will be responsible for covering the microcomputer reseller community. Writers will be expected to produce a variety of news and feature copy. Previous experience on a daily newspaper and knowledge of the microcomputer industry are pluses. Ability to write about complex subjects and produce clean, clear copy under deadline pressures are essential. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## ART DIRECTOR

*Micro Marketworld* is looking for an Art Director responsible for all design aspects of the magazine. Devises, in conjunction with the Editors, graphic presentation of features and other special features. Assigns out freelance art work to illustrate the magazine. Supervises Art Assistant in the production of charts and graphics. Two years experience in publications graphics required along with a solid art background. Creativity a must. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## ART ASSISTANT

*Micro Marketworld* is looking for an Art Assistant responsible, under the direction of the Art Director, for the production of a variety of charts, graphs and other graphic material to illustrate the magazine. Some experience in graphic production required. Experience with computer-designed graphics a plus. Contact David Hill, Editor, *Micro Marketworld.*

## RECEPTIONIST/SALES SECRETARY

*Micro Marketworld's* Irvine Sales Office is looking for a Receptionist/Sales Secretary. Responsibilities include typing, filing, coordinating of customer order process, maintaining large mailing lists, making travel arrangements, and other miscellaneous duties as assigned. Two to three years secretarial experience. Good organizational skills, phone presence and the ability to work well under pressure are musts. Contact Jill Stevens, *Micro Marketworld*, Irving, CA, (714) 250-1305.

## PASTE-UP ARTIST

*InfoWorld* is looking for a Paste-Up Artist to work in their Production Department. Responsibilities include paste-up editorial material, provide specialized skills and services such as inking, cutting overlays, limited illustration work and process camera work; design, camera work and paste-up of company-related projects. Backup for Paste-Up Supervisor. Prior magazine/newspaper paste-up experience preferred. Required: photo croping, inking/ruling, mask cutting, type specing, and process camera operation. Graphic arts/paste-up background preferred. Contact Bob Hoskins, *InfoWorld*, (415) 328-4602.

## CARS FOR SALE

1986 Red 300ZX turbo. Every available option, including electronics and leather packages. 20,000 miles. Asking $18,000, negotiable. Call Nicolene Hengen, CWCI, x224, or at home, 787-0041.

1976 Royal Blue MGB. Perfect mechanical condition. New brakes and muffler. Asking $3,200. If interested, call Jeanine Finn, IDC, x396.

## FOR SALE

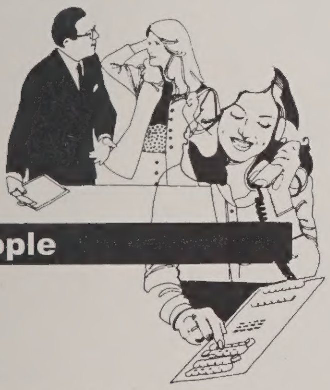
AKC Cairn Terrier Pups. Males and females, quality bred for pet and show. Excellent companions, adaptable to apartments or yards. Pups presently available or order for Spring. For more information, call Paula Foss, CWCI, (617) 879-0700, x462, or (617) 285-9380 evenings.

204 programs and applications, and analyzes problem areas in Model 204. A 1974 Tufts University graduate, Bob lives in Lexington with his wife and two children. His hobbies are music (playing and listening), reading, and walking.

**Kevin Brennan,** Production Programmer, recently moved to the IDG Data Center where he fills requests for information from clients and employees. He develops programs which will facilitate more rapid and more complete delivery of information. He graduated from Stonehill College and taught high school for 14 years. Kevin likes basketball, crossword puzzles and chess. He lives in Brockton with his wife and four children.

**Susan Yee** joined the ISB Data Center in 1985 as Production Programmer. One of Susan's responsibilities is working directly with customers to help them make best use of the information and software they receive. Susan is a Quincy resident who likes track road races, volleyball, swimming and skiing.

**Marianne O'Neill** is ISB's Project Leader. Her responsibilities include production analysis and scheduling, documentation, production implementation, and other duties as they arise. Marianne lives in Holliston with her husband and two children.



## People

IDC is pleased to announce the addition of **Kathryn Korostoff** to the Communications Industry Research (CIR) staff. Kathryn will serve as a Senior Market Analyst concentrating on the Network Systems and Technology areas of packet switching, digital switching products, and network management/control, among others. Kathryn joins the staff after serving as an Analyst at Northern Business Information, a NYC-based market research firm.

CWCI is pleased to announce the appointment of **Michael Tucker** to Features Editor of *Computerworld Focus*. Michael comes to us from *Mini-Micro Systems*, a Cahners publication, where he was Associate Editor for two years. His prior experience includes work as a Senior Writer for *Softside Magazine*, a microcomputer magazine based in New Hampshire, and also as a Reporter for *Acorn Press*, a general newspaper group based in Connecticut. Michael also worked at Texas Instruments, wrote a book on the Commodore 64 and has written free lance articles in such publications as the *Boston Globe* and the *Christian Science Monitor*.

**Tom Roberts**, Office Automation Analyst, recently represented IDC on the Channel 2 Business Report. Tom provided Channel 2 with an analysis of the Hyundai Computer announcement. Congratulations Tom!

## News of Note

# CW Germany Sponsors European Conference

After attending the successful Third Annual European Conference on "Office Systems and Information Management," we find the American/German speaking crowd relaxing at the world famous "Munchner Oktoberfest." This year's conference was attended by more than 200 highly qualified information industry executives from all over Europe.

Among the group: Left side (back to front): Prof. Ron Rice, Annenberg-School of Communications, University of Southern California L.A.; Prof. Dr. Arnold Picot, University of Munich; Prof. Everett M. Rogers, Annenberg-School of Communication, USC L.A.; Dr. Dieter Lazak, Siemens AG, Munich, Elmar Elmauer, Publishing Manager CW Germany and Department Manager for the seminar group of CW Germany, CW-CSE; The head of the tables: Eckhard Utpadel from CW Germany and IDG `Europe. Right side (from back to front): Prof. Dr. Rolf Wigand, Arizona State University, Tempe. Second from front, James "Jim" Bair, Hewlett Packard.

## Anniversaries

### One-Year

Jerry Borrell, PCW
Joy Forman, CWCI
Mitchell Friedman, IDC
Eddy Goldberg, CWCI

### Two-Year

Peter Hutchison, CWC/P
Peter Montross, CWC/P
May Sui, PCW
Lisa Whittemore, CWCI

### Three-Year

Tema Goodwin, PCW
Marjorie MaGowan, CWCI

### Four-Year

Harold Bjornsen, CWC/P
Christine Destrempes, CWC/P
Alice Longley, CWCI

### Six-Year

Thomas Willmott, IDC

IDG WORLD update

**Editor-in-Chief**
Jean Kane

**Executive Editor**
Nina Ricci

**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Bill Sell

**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Lisa McGrath, IDC, 617-872-8200 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** – events of major interest.

**IDG Leaders' Club** – nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** – has your department been covered recently? If not, let us know.

**News You Can Use** – health tips, fitness, general information.

**Mark Your Calendar** – events to remember.

**Tips and Techniques** – example of how a department or person improved their productivity.

**Sports Beat** – any sporting event.

**Please check one.**
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

**Please fill out completely.**

Your Name: ____________________

Title: ____________________

Company/Department: ____________________

Address: ____________________

City/State/Zip ____________________

Country ____________________

Phone: ____________________

E. Mail: ____________________

Description: ____________________

IDG
WORLD
update

VOLUME 16, NUMBER 48 DECEMBER 1, 1986

# IDG Launches Corporate Communications Campaign

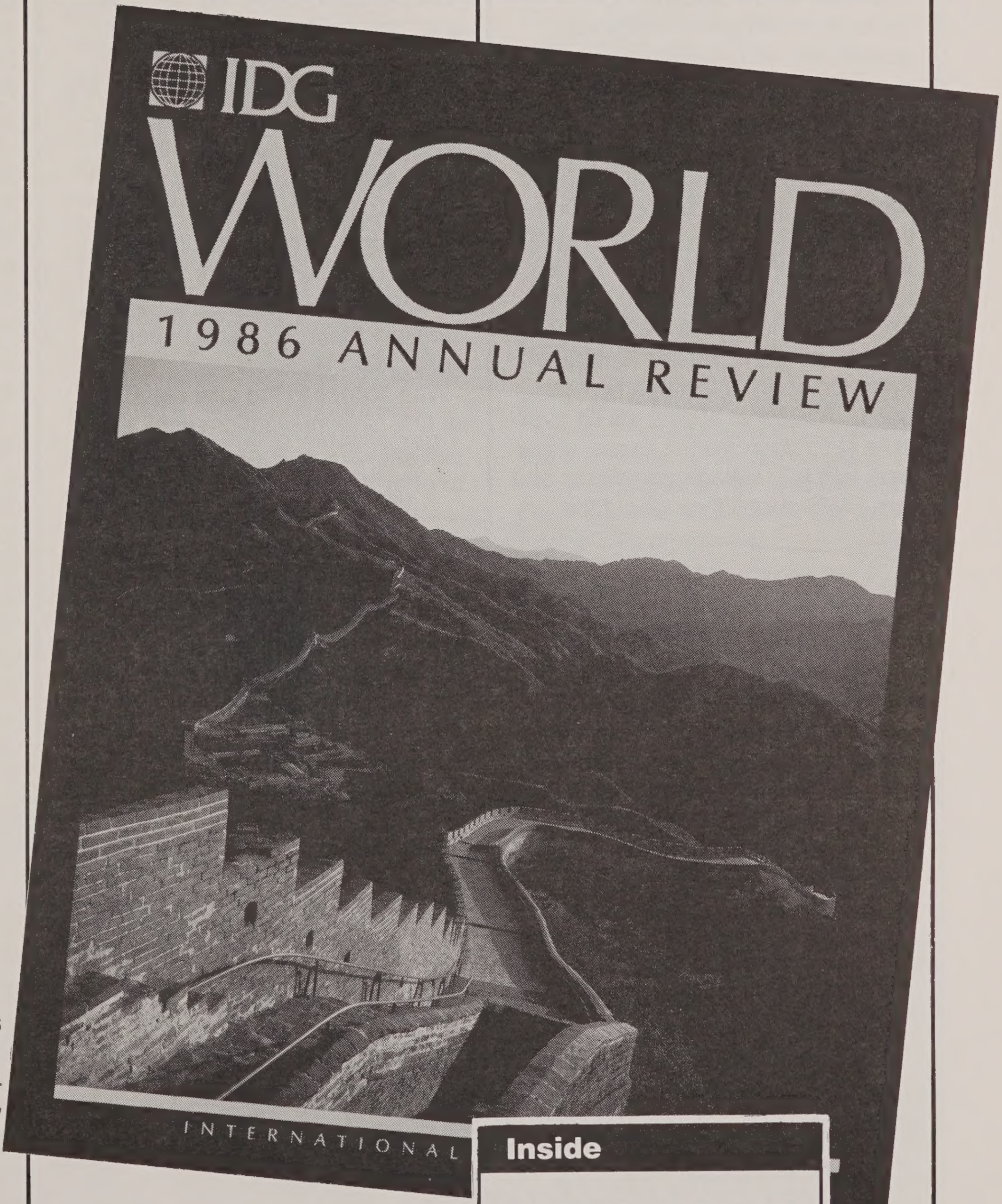
IDG recently published its first Annual Review which profiles the corporation's mission, its global scope, and principal activities.

According to Chairman **Pat McGovern**, "The IDG WORLD Annual Review is the first building block in an overall corporate communications program initiated to increase the visibility and understanding of IDG activities on a worldwide basis."

The Review provides a historical summary of the corporation as well as an overview of the activities of each IDG subsidiary: Computerworld Communications/Inc. and International Data Corporation.

Profiles are also provided of key customers describing their involvement with IDG's information services. Editors **Jean Kane** and **Marcia Blumenthal** found client response "enthusiastic" when they were approached to participate in the project. In fact, many were eager to endorse IDG's publications and services.

All Business Unit Managers are encouraged to use the Annual Review in their marketing and sales activities. Please contact **Nina Ricci** at IDC to make arrangements to receive additional copies.



**Inside**

- Boston Computer News
- PC World Venezuela
- IDG Corporate Profile

# *CWCI* Launches Boston Area Newspaper

*Boston ComputerNews* is CWCI's new monthly computer newspaper for metropolitan Boston. The first issue was published on October 27.

"*Boston ComputerNews* will answer the unmet needs of the end-user computing community in and around greater Boston and eastern Massachusetts," said Publisher **Geoff Dodge**. "Our newspaper will provide regional advertisers with a powerful vehicle to target the Boston computer market at substancially lower rates than other local media."

Fifty-thousand Boston-area subscribers to such computer publications as *Computerworld*, *Infoworld*, *Micro MarketWorld*, and *Macworld* received the premier issue by mail. Ten-thousand copies were also distributed at the Northeast Computer Faire October 30 through November 1. Additional copies will be available at computer retail stores, office park lobbies, college campuses and large MIS shops throughout the area.

B O S T O N

Bulk Rate
U.S. Postage
Paid
Boston, MA.
Permit No. 52774

ComputerNews

Vol. 1, No. 1

November 1986

Desktop publishing:
The new revolution

By Steven Burke

See **Desktop**, page 10

INSIDE

WORLD'S LARGEST SPREADSHEET

NEW WANG LAPTOP

1-2-3 COPY CATS

SHERMAN HOWE PROFILE

MIT COMPUTER MAIL RESEARCH

PREMIERE ISSUE!

"Our goal for *Boston ComputerNews* is to make it the most informative and respected source for what's happened in the computer community during the past month," said Editor **Steve Burke**. Burke described the editorial focus as "people-oriented," with extensive coverage of what's happening in Boston-area companies.

Regular sections include: "Newsmakers," featuring timely news reports on current industry activities in the regional community; "Pro-File," in-depth profiles of industry leaders; "On Campus," covering computers and their impact at area colleges; "Home Computer," for both business and hobbyist home users; and a comprehensive "Calendar" section, with a roundup of seminars, conferences, trade shows and all other local industry events.

"*Boston ComputerNews* will also offer forums for industry leaders to discuss particular topics in their 'Outside Input' and 'Q & A' sections," said Burke.

With access to the vast resources of CW Communications/Inc., the publication's editorial staff promises to offer "top-notch coverage" in all industry areas. "We consider the newspaper almost a public-service vehicle that will help those in the computer community make informed choices," said Publisher Dodge.

**Profile of the Week**

# ISB's Telephone Research Consultants

The Telephone Research Consul- tant Group is responsible for gather- ing information through telelphone surveys. Their primary responsibili- ties include updating, coding and entering information for the Informa- tion Systems User File (ISUF) and the Information Systems Vendor File (ISVF). Special studies for home and satellite offices are also conducted on an ongoing basis.

**Dot Lanciloti** joined IDG in Septem- ber of 1978 as a Telephone Inter- viewer. Dot now manages the tele- phone interview staff which con- ducts surveys for the ISUF and ISVF. She attended Aquinas Jr. College and Boston College. She lives in Newton and enjoys her family and cooking.

**Libby Levinson**, Supervisor of the Telephone Interviewer Staff, joined IDC in 1984 as a Telephone Interviewer. Libby's current duties include training new employees and communicating new information relative to the ISUF and ISVF, as well as special projects to all telephone interviewers, preparation of training packets, and day-to-day support of interviewers. She attended Boston University -- College of Administration.

**Lynn Fullerton** works as the Administrative Assistant for ISB. She records and maintains statistics on all projects, conducts telephone interviews on various projects, and also assists in the training of new employees. Lynn's hobbies include interior design and gourmet cooking.

**Gail Acquafresca** began her career with IDG on September 2. She is a Telephone Interviewer and also spends time working on data entry and coding. Gail lives in Milford and enjoys reading, skiing and traveling whenever possible.

**Michael O'Neill** works in ISB as a Telephone Interviewer for special studies. He is a Philosophy Major from McGill University in Montreal. Michael's hobbies include songwriting, singing and playing the saxophone.

**Elizabeth Neale** was a part-time Consultant from February 1984 to June 1986, and now holds the position of Telephone Interviewer. She has a B.A. in Psychology/Art from Wilson College. Elizabeth's hobbies include all water and winter sports.

**Scot Elwell's** current duties include coding, data entry, and telephone interviewing for the Vendor and VAR files. He has completed three years at Harvard University and plans to return next Fall. Scott enjoys all sports.

**Kathleen Mahoney**, a recent graduate of the University of Massachusetts, Amherst, joined IDG in September. Kathleen is a Telephone Interviewer who enjoys skiing, softball, reading. She is a member of the Literacy Volunteer Program of Massachusetts.

**Shari Lavidor**, currently a student at Framingham North High School, is a Telephone Interviewer. She is a member of the 4-H Horse Club, and is on the North High Pom-Pom Squad. She enjoys horseback riding and parties.

**Lisa Rothemund**, a resident of Acton, works as a Telephone Interviewer and also does coding and data entry. She has a B.A. from the Universtiy of Massachusetts, Amherst, majoring in Communication Studies with a minor in Sociology.

**Averie Rosemark** is responsible for inputing information obtained through telephone surveys. Prior to IDG, she taught fourth and fifth grade students in Attleboro for seven years and was a nursery school teacher at Temple Israel in Natick.

**Rebecca Dawson** graduated from the University of Massachusetts in May 1986 with a B.B.A. in Marketing. She enjoys waterskiing, traveling, sports and camping.

**Paul Katz** joined IDG in March 1986 as a Telephone Interviewer. He has worked on various special projects including IDC's study on retail automation, VAR criteria, printers, telecommunications and a special IDC Europe study. Paul is a classical pianist who studied at New England Conservatory of Music.

**Ted McNulty** joined IDC in November as a Telephone Interviewer. He attended St. Michael's College and enjoys skiing, photography, reading and working with children.

**Angelique Mace** joined IDC in November also as a Telephone Interviewer. Angelique is a graduate of the University of Maine with an Associate's Degree in Management. She enjoys skiing, tennis, golf, reading and cooking.

**Peter Moeckel** is a Telephone Interviewer and does data entry. He is a graduate of North Adams State College with a B.A. in Communications. His hobbies are drawing and painting. He also enjoys weight training and carpentry.

**Cathleen Lawrence** joined IDG as a Telephone Interviewer in November. She graduated from Babson College with a B.S. in Quantitative Methods and Marketing. Her interests include drama, dance and theatre.

**Anthony Cogliani** joined IDG as a Telephone Interviewer in November. He also records information and completes and edits information for data entry. Anthony is a recent graduate of Northeastern University's School of Business Administration and received a B.S. in Marketing. He enjoys dancing and listening to music.

**Donald Burnett** joined IDG as a Telephone Research Interviewer maintaining the ISVF. He has a B.S. in Business Administration from Plymouth State College and enjoys reading, history and tennis.

*Front row, left to right: Libby Levinson, Rebecca Dawson, Cathleen Lawrence, Kathleen Mahoney, Angelique Mace, Gayle Acquafresca, Dot Lanciloti, and Paul Katz. Averie Rosemark and Shari Lavidor are not pictured.*

*Back row, left to right: Don Burnett, Tony Cogliani, Scott Elwell, Lisa Rothemund, Elizabeth Neale, Ted McNulty, Lynn Fullerton, Peter Moeckel, and Mike O'Neil.*

## Positions

### Chief Executive Officer

International Data Corporation is seeking a highly qualified individual to assume the position of Corporate Chairman and Chief Executive Officer. The responsibilities of this position are to develop the long-range vision and strategy under which IDC will enhance its overall marketshare as the leading supplier of information services on information technology in the area of market research, technology forecasting and information services for the vendor, user, financial and communication industries.

The IDC Chief Executive Officer will be responsible for ensuring that the IDG corporate values are reflected in the operations of IDC worldwide. The Chief Executive Officer will also coordinate the expansion of IDC into new countries, new service areas, and new markets.

The candidate must have a minimum of ten years experience in the computer industry or in computer-related consulting or information services.

The ideal candidate will have proven skills in strategic planning, be a good speaker, be able to listen well, and be able to achieve an effective rapport with key customers. This person will should be able to recognize and place talented individuals in new growth positions within the company, have well developed skills in dealing with creative people, be able to lead by example, be empathetic, and be able to nuture the professional skills and competency of people.

This person should have experience in managing a multi-national operation, have a strong work ethic, be self-motivated and be able and willing to commit the emotional and physical energy to travel internationally on a frequent basis to help lead the worldwide IDC team and to meet with major accounts and prospects.

Qualified candidates should communicate immediately, in writing only, to Patrick McGovern, with a description of their background and experience and the reasons why they feel qualified to be considered

### Director Database Services

International Data Corporation is looking for a Director of Database Services to work in their Data Resources Group. Responsibilities include marketing support, sales of electronically delivered services, client training and support, applications development, technology evaluation, and managing the sales and applications development professionals. Seven to ten years sales, marketing and applications development experience in the information industry. Experience in the development of electronically delivered information and database products and a working knowledge of alternative delivery technologies is required. Contact Paul Earl, IDC's Data Resources Group President, (617) 872-8200, x669.

### Director Data Acquisition

International Data Corporation is seeking a Director of Data Acquisition to work in their Data Resources Group. Responsibilities include designing and standardizing survey questionnaires internationally, data collection in the U.S. and Canada, coordinating data collection internationally, quality control and assurance over data collection, data validation and database organization internationally, datafile maintenance for the user, vendor, research and other IDC product groups. Experience required is seven to ten years in building and updating large information databases, extensive knowledge of direct mail and telemarketing techniques for data collection. Experience in designing, developing and implementing a total data-processing and data collection system. Data processing with programming experience is desirable. Contact Paul Earl, IDC's Data Resources Group President, (617) 872-8200, x669.

# CW Publikationen Showcased at SYSTEC '87

SYSTEC, a new German computer industry trade show which took place in Munich the week of October 27-30, was the showcase for several events sponsored by CW Publikationen in Munich.

Education, jobs, careers - these were the key words surrounding a special booth, issue and evening sponsored by CW's classified ad sales department, with support from the editorial staff.

Concentrating on the new field "CIM," *Computerwoche* published a special "Extra" the week before the show, as well as a special "University issue," the week of the show, aimed at graduating students with technical backgrounds. The editorial portion of the issue was master- minded by **Wolf-Dietrich Lorenz** of *Computerwoche*, with the classified ad pages (a total of 40) sold by **Inge Schmid**, Classified Sales Manager. The editorial portion consisted of company profiles, tips from management consultants and interviews with the personnel department

*L to R: Eckhard Utpadel and Dieter Eckbauer.*

TRA PRO + CONT

IDG WORLD UPDATE

# The Local Loop

VOLUME 16 ISSUE 48 DECEMBER 1, 1986

## SENIOR EDITOR

*Computerworld* is looking for a Senior Editor to develop and produce the Product Spotlight section. Responsibilities include all phases of editorial, art and production. Traveling to shows and conferences to make contacts is required. You will manage work schedules of the Associate Editor and Assistant Editor of the Spotlight section, and periodically research and write articles for the section. At least five years journalism experience required, preferably with an emphasis on business and technology with at least one of those years covering computers. Bachelor's degree preferred in English, Journalism, Technical Journalism or Computer Science. Contact George Harrar, Features Director, (617) 879-0700, x325.

## ASSOCIATE EDITOR

*Computerworld* is looking for an Associate Editor to work with the Senior Editor of the Product Spotlight section to produce editorial material to run biweekly for the first quarter and weekly thereafter. Participate in headline writing, art development, chart production and other functions as needed. You will layout the section and oversee the pages through the production phase, provide backup to Senior Editors in their absence, research and write side bar articles. Minimum of three years professional journalism with at least one of them covering the computer industry. Undergraduate degree, preferably in English, Journalism or Technical Journalism. Contact George Harrar, Features Director, (617) 879-0700, x325.

## FEATURES DESIGNER

*Computerworld* is looking for a Features Designer to develop and maintain the art concept for the Product Spotlight section. You will work with the Design Editor to ensure that the Spotlight section meets all the requirements of *Computerworld* design. A Bachelor's degree with at least three years of design experience, preferably with at least one year on a newspaper. Experience in the computer industry as well as working with color art is a plus. Contact Marjorie Magowan, Design Editor, (617) 879-0700, x340, or George Harrar, Features Director, x325.

## RESEARCHER

*Computerworld* is looking for a Researcher to work in their Editorial Department. You will work closely with the Associate Editor and Senior Editor to produce the Spotlight section and help develop the specifications for the product charts, research sources of vendor lists and acquire information to fill the charts. Follow charts through the production process, write side bars and participate in all general Features Group activities. One year publications experience involving copyediting, writing and/or research. Undergraduate degree preferably in English or Journalism. Contact George Harrar, Features Director, (617) 879-0700, 325.

## MAIL SERVICES COORDINATOR

The IDC mailroom in Framigham has an immediate full-time opening in its mail center. Primary responsibilities will include processing and delivering the mail, making warehouse runs, distributing the weekly newsletter and many other related duties. You must be dependable and willing to work. Shipping experience is helpful but not necessary. A valid Massachusetts Drivers license is required. Contact Pam Leslie, (617) 872-8200, x317.

## WRITERS

*Micro Marketworld's* Editorial Department is looking for writers who will be responsible for covering the micro-computer reseller community. Writers will be expected to produce a variety of news and feature copy. Previous experience on a daily newspaper and knowledge of the microcomputer industry are pluses. The ability to write about complex subjects and produce clean, clear copy under deadline pressures is essential. Contact David Hill, Editor, *Micro Marketworld*, (800) 343-6474.

## MAGAZINE SALES REPRESENTATIVE

CW Communications/Peterborough is looking for a Magazine Sales Representative to work in the New Products Department. Responsibilities include selling advertising space for publications based in Peterborough, New Hampshire. Prior advertising space exprience preferred, but not necessary. Knowledge of computer/high technology industry and telemarketing a plus. In-person sales experience/excellent presentation skills. Contact Renee Dynan, (603) 924-9471, x202.

## TYPESETTER

CW Communicatons/Peterborough's growing list of publications will expand in 1987. Their typesetting department is now looking for a qualified typesetter with experience. Penta composition software is used to produce quality editorial and advertising type for their monthly and bimonthly publications. This position requires speed with no sacrifice to quality. Successful applicants will have good typing and communication skills. You must have office experience, be able to work in a team environment, some typesetting experience or computer input experience. Penta software experience would be a plus, but not necessary. Please send your resume to Lindy Canale, Typesetting Manager, CWCI/Peterborough, 80 Pine Street, Peterborough, NH 03458.

## ASSISTANT MARKETING MANAGER

CWCI's busy Direct Marketing Department has a challenging opportunity for an Assistant Marketing Manager. The position requires an experienced Direct Marketer who knows how to research, purchase and analyze mailing lists. The candidate must also be a motivated self-starter who is familiar with the latest PC analysis techniques used for direct mail modeling. The ideal candidate has two to four years experinece developing direct marketing list plans, good PC skills using 1-2-3 and/or Symphony, and magazine circulation experience. He/she must also be extremely well-organized, detail minded and enjoy working hard. Interested candidates should submit resumes to Janet Reilly, Group Marketing Manager, Direct Marketing Services, CWCI, 375 Cochituate Road, Framingham, MA, 01701. No phone calls please.

## FOR SALE

1974 Karman Ghia. Sunroof, rebuilt engine, new rubber, reconditioned interior and exterior. Refurbished. Asking $4,500. Call Geoffrey O'Connell, (617) 879-0700, x204.

1976 Toyota Corolla. Red, two-door, 4-speed, Kenwood AM/FM stereo. Good running condition. Asking $600. Contact Lisa D'Ambrosia, (617) 872-8200, x549.

Brother C-SO typewriter. One year old. Has full line memory and can be interfaced with a personal computer. Asking $250. Call Ed Warner, (617) 879-0700, x538.

Are you wondering what to buy for the people on your Christmas and Chanukah lists? Let us solve your problems for you. The "Jewlery and gift express" will again set up shop at the CWCI conference room on Wednesday, December 3 from 12:00 Noon to 1:00 P.M. They will feature fine gold and gemstone jewelry at below wholsesale prices. For further information, call Nancy Rubin, CWCI, x431.

## FOR RENT

Two bedroom apartment in West Newton. Basement, fireplace, washer/dryer hookups, yard, and off-street parking. No children or pets. $650 per month. Call Charlotte Donaldson, (617) 879-0700, x338.

heads in several large German companies. An extra booth on careers and jobs in CIM and EDP was manned with CW's Classified Ad salespeople, plus several of the editorial staff.

A special evening was organized to discuss developments in personnel: hiring, training, and recruiting the right people for jobs in the computer field. Called "Hiring Personnel in the Computer Age - Pro & Con," a panel of qualified speakers from the industry was invited to the CW cellar bar for a discussion of the problems they face. With representatives from the industry, universities and technical colleges, as well as from the unions, it resulted in a stimulating and lively discussion, moderated by **Elmar Elmauer** of CW.

*Classified Manager Inge Schmid with some of the guests at SYSTEC 1987 Pro and Contra evening.*

*L to R: Elmar Elmauer (CW), Dr. Schulte-Hilleu (Scientific Consulting), Prof. Dr. Bunner (University of Passau), and Dr. Ulrich Briefs (Union).*

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## News You Can Use

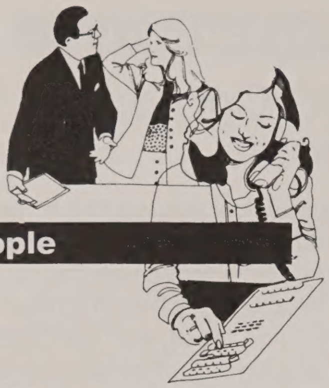
# IDG Corporate Profile

Listed below you will find some key characteristics of IDG and our operating units. Please feel free to use this information when in contact with the outside press, with our customers, employees, or other external organizations.

- As of October 1, 1986, IDG is a $250 million per year company in net sales revenue.
- We publish 74 magazines and newspapers in 28 different countries, including *CW Szamitas-Technika* which was started last month in Budapest, Hungary, and *Computerworld New Zealand* which produced its first issue in November.
- IDC now serves over 2,000 corporate clients. Their clients include computer hardware and software producers who account for over 90% of the sales revenue of the computer industry.
- IDC's user clients account for over 50% of the value of computer systems installed.
- IDG employs over 2,000 people worldwide.
- IDG's revenue objectives call for an average growth of 30% per year.
- Our projections for next year call for an overall growth of 35%.
- Our 1987 net sales revenue objective is $340 million, and our aftertax profit objective is 10% of net sales revenue.

# New Addresses, etc.

IDC Washington is pleased to announce the arrival of a new Xerox 7010 facsimile machine. This new machine promises to make communication between our offices much quicker and more efficient. If you should need to send a fascimile to the Washington office, use this new number: (703) 442-4832.



## People

CWCI is pleased to announce that **Paula Musich** will be joining *Network World* on Monday, December 8 as their Local Networking Section Editor. Paula comes from a two-year stint as Editor of *PC Netline*, a monthly newsletter on PC networking based in Andover, Massachusetts. She also has experience in high-tech Public Relations as an Account Manager at the Nyberg Corporation. Before working at Nyberg, Paula was a Consultant with Energy Research Group, a firm that works with energy companies. She has also worked as a free-lance writer. Welcome, Paula!

IDG
WORLD
update

**Editor-in-Chief**
Jean Kane
**Executive Editor**
Nina Ricci
**Contributing Editors**
Larry Bishop
Mary Dolaher
Lisa McGrath
Susan Perry
Christine Sheroff
Bill Sell
**Publisher**
Joseph L. Levy

The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## Mark Your Calendar

Each week *IDG Update* will publish a Calendar listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Lisa McGrath, IDC Framingham.

| | |
|---|---|
| Dec. 2 | Breakfast Seminar*<br>"Technologies for the Future"<br>Essex House<br>New York City<br>11:30 A.M. to 4:30 P.M. |
| Dec. 4 | Breakfast Seminar*<br>"IBM on Communications"<br>Four Seasons Hotel<br>Philadelphia, PA<br>8:00 A.M. to Noon |
| Dec. 4 | IDG Seminar Series<br>"Taking Charge Strategies for Working Mothers -- Balancing Careers and Family"<br>9:00 A.M. to 4:00 P.M.<br>Crowne Plaza<br>Natick, MA<br>Contact Linda Bowes at IDG, x554 |
| Dec. 5 | *PC World* Christmas Party<br>San Francisco, CA |
| Dec. 6 | *InfoWorld* Christmas Party<br>Menlo Park, CA |
| Dec. 8 | IDG Seminar Series<br>"Coping with Aging Parents"<br>11:30 A.M. to 1:00 P.M.<br>IDC - 4th Floor Boardroom<br>Contact Linda Bowes at IDG, x554 |
| Dec. 8 | Vendor Breakfast Seminar**<br>"UNIX and the Government"<br>Marriott Hotel<br>Burlington, MA<br>8:00 A.M. to Noon |
| Dec. 10 | Vendor Breakfast Seminar**<br>"Fusion, Diffusion or Confusion: "The Role of Midrange Systems and Storage"<br>Crowne Plaza<br>Natick, MA<br>8:00 A.M. to Noon |
| Dec. 19 | IDG, CWCI, IDC, and *Digital News* Christmas Party<br>Westin Hotel<br>Copley Place<br>Boston, MA |
| Feb. 9-12 | Conference Management Group's Communication Networks '87<br>Washington Convention Center<br>Washington, D.C.<br>Contact Nancy Thayer at CWCI, x434 |

* Contact Linda Shea, IDC, x202
**Contact Janet Morita, IDC, x347

## Anniversaries

### One-Year

Michael Miller, IFW
Frances Kennedy, IDC
Natasha Thomsen, LR
Susan Gubernat, PCW
Amanda Lewis, PCW

### Two-Year

Christopher Glenn, CWCI
David Pronenki, CWCI
Suzanne Weixel, CWCI

### Three-Year

Katherine Whittemore, IDC

### Four-Year

Stephen Josselyn, IDC
Christine Whyte, PCW
Monica Thorsnes, PCW
William Dennis McLeod, PCW

### Six-Year

Susan Perry, IDG

### Seven-Year

Judith Labarre-Duncan, CWCI

### Eight-Year

Diane Utano, IDG

### Ten-Year

Diane Gamble, LR

### Twelve-Year

Frank Collins, CWCI

IDG
WORLD
VOLUME 16, NUMBER 50 DECEMBER 15, 1986 *update*

# CWCI Launches SearchLink

CWCI recently announced the January 1987 launch of SearchLink, a comprehensive electronic gateway service that allows computer access to over 800 important databases covering a spectrum of subjects. SearchLink was developed jointly by CWCI and Telebase Systems, Inc. of Narberth, Pennsylvania.

The new service has been designed specifically for the subscribers to CWCI's numerous computer-related publications and will be available through a toll-free 800 telephone number. According to **Axel Leblois**, Chief Executive Officer of CWCI, "We're pleased to be able to provide this valuable additional service to all the computer users that read CWCI publications."

SearchLink will offer both novice and expert database searchers one-stop access to varied databases specializing in topics from business to chemistry, law to medicine. It will access the services of DataTimes, ADP Network Services, BRS Information Technologies, Data-Star, Datasolve Ltd., Dialog Information Services, G. Cam Serveur, NewsNet, Pergamon/Infoline, SDC Information Services, Telesystems/Questel, Inc., and Vu/Text Information Services.

Simply by dialing (800) 843-7337, users can log-on through their PCs and communicating terminals. Callers will be offered a series of basic menu choices and free online assistance from a trained operator. Each search costs $7.99 plus 25 cents per minute, and can be charged on all major credit cards. No subscription or sign-up fee is required.

"Because SearchLink accesses databases that would otherwise require knowledge of complex search languages and numerous subscriptions to different services, it will sig-

*Continued on next page*

*SearchLink is being launched by CW Communications/Inc (CWCI) in January 1987. Marking its joint development between CWCI and Telebase Systems, Inc., are (front row, left to right): Jim Dichter, Product Marketing Manager, Telebase Systems, and Axel Leblois, CWCI Chief Executive Officer; and (back row, left to right): Derek Hulitzky, SearchLink Project Director, and Jack Edmonston, CWCI Senior Vice President/Communications Services.*

**Inside**

- CWCI European Managers Meeting
- *PC Business World*
- CW Venezuela

*Continued from previous page*

nificantly simplify information gathering," said **Jack Edmonston**, Senior Vice President/Communications Services for CWCI.

A wealth of information from books, magazines, newsletters, reports, dissertations, conference proceedings and other sources will be available through SearchLink's full text and bibliographic databases. A user searching full text databases is shown up to 15 titles per search and may choose one for display. Bibliographic databases offer up to 10 citations per search, and contain records that refer to other documents like articles and books.

According to **Derek Hulitzky**, SearchLink Project Director, CWCI plans to add some of its own services to the currently available databases, such as product reviews from CWCI publications, publication bulletin boards, an electronic mail service to editors of the CWCI publications and eventually full text of the CWCI family of publications.

# CW Venezuela

CW Communications Venezuela began operations with a skeleton staff on November 1,1984. They launched *Computerworld Venezuela* on January 31, 1985, as a biweekly periodical, and have enjoyed a growing number of announcements ever since.

By June 1985, they had a Sales Manager, **Marisol Ascanio**, and a Salesperson, **Lolo Ulacio**, covering the territory. The editorial staff consisted of a part-time newspaper reporter and a part-time text corrector. None of the production was or is presently being done in-house. They earned the recognition of the computer community early and have fulfilled their 1985 objective to the point where they earned a prize for the "Most Successful New Publication Launch" at the Anchorage Directors' Meeting.

In Feburary 1986, *Computerworld Venezuela* enlarged their office space and hired a Circulation Manager, **Bartolome Robles**, as well as a full-time news reporter, **Giovanni Grieco**, who is still studying for his University degree. They concentrated on their circulation beginning early 1986, and invested in stickers, exhibitors and newspaper advertisements.

In November they celebrated their second anniversary with a cocktail party for their announcers and advertising agencies, where they took the opportunity to announce their plan to go to controlled circulation with *Computerworld Venezuela*.

*Sitting (left to right): Marisol Ascanio, Lola Ulacio, Ana Moncada, and Edith Herrera. Standing (left to right): Frank Andrade, Leonardo Arriaga, William Torres, Carlos Umbria, Kalman von Vajna Nagy, Nicanor Perez y Vega, Ricardo Monasterio, Jose Miguel Perez, Bartolome Robles, and Giovanni Grieco.*

COMPUTERWORLD
PC WORLD

# IDG Chairman's Quarterly Report

December, 1986

Dear Member of the IDG Family:

Our worldwide net sales revenue for the third quarter of 1986 reached $52 million, a 15% increase from the third quarter of 1985. Net sales revenue for the first nine months of 1986 reached $161 million, a 23% increase over last year.

The third quarter of each year has traditionally been the least profitable due to reduced advertising revenues during the summer months of July and August. Our after-tax profit margin for the third quarter was 1.6%, which was a 60% increase over the 1.0% profit margin for the third quarter of last year. For the first nine months of 1986, our after-tax profit margin was 5.4% compared to 3.6% last year.

Among our U.S. operations, PC World Communications, Inc. had a 32% sales growth in the quarter, and *InfoWorld* had a 38% sales growth. Both publication units also increased their profit margins compared to the previous year.

Among our non-U.S. operations, star performers in our publishing family were CW Netherlands, which had a 221% growth in sales revenue in the past quarter compared to one year ago; Denmark had a 116% growth; Sweden had an 87% growth; UK had an 84% growth; Norway had a 74% growth; and France had a 66% growth. Each of these operations also were able to increase their profit margins on their key products as a result of their strong sales growth.

Among the IDC activities, star performers were IDC Asia in Hong Kong with a 200% sales growth in the quarter over the previous year; IDC Germany with a 123% sales growth; and IDC Benelux with a 120% sales growth. These three units also operated on improved profit margins.

Our slower than usual sales growth in the third quarter reflects the intensified competition being experienced by our flagship publication in the U.S., *Computerworld*. *Computerworld* experienced a decline of 11% in sales revenue in the third quarter compared to one year ago, and a decline of 12% in profit contribution. Prompt actions have been taken to correct this problem. A Director of Marketing has been hired by *Computerworld* to enhance the marketing communications program for the publication. A well qualified Director of Classified Advertising has also been appointed to increase *Computerworld's* marketshare of employment advertising for computer professionals. The editorial management and staff at *Computerworld* are being enlarged and enhanced. Several new sections are being added to the editorial content of the publication, and some design enchancements will be implemented in the near future. Positive effects of these steps are being felt in increases in the advertising bookings for 1987, particularly from microcomputer hardware and software products.

With the establishment of *Computerworld New Zealand* this month, as well as the start of our first U.S. regional publication, *Boston ComputerNews*, we now publish 74 newspapers and magazines in 28 different countries.

IDC's client base for its research services has grown to over 2,000. Its clients include the computer hardware and software producers who account for over 90% of the sales revenue of the computer industry. Its user clients account for over 50% of the value of computer systems installed worldwide.

IDG now employs over 2,000 people worldwide, bringing top-quality information services on information technology to over 14 million people each month.

The bookings for virtually all of our business units in October were very strong. All indications are that we are in the midst of a record fourth quarter. It will help us finish the year very strongly with results of which we can all be proud.

With best regards,

Pat McGovern

Patrick J. McGovern
Chairman of the Board/CEO
International Data Group

# CWCI European Managers Convene in Framingham

The final European Budget meetings were held last November in Framingham allowing participants to not only conduct business at CWCI's Corporate Headquarters, but also to attend the COMDEX trade show. The European Country Managers as well as **Alan Power**, V.P Pacific Region and **Ney Kruel**, General Manager, South America, were in attendance.

Although a majority of the meeting revolved around budget and business planning for 1987, a full day was devoted to updating the group on a variety of issues.

**Tom Casalegno**, Chief Operating Officer , addressed the group regarding operations as well as procedures developed to ensure that CWCI continues to run smoothly in the face of increasing growth in 1987.

**Steve Woit**, Director of New Products, updated the group on several new U.S. launches: *Digital News*, *Federal Computer Week*, and *Financial Systems News*.

Although these products do not seem to be appropriate to oveseas markets (with the exception of *DEC Today* in the UK), it did give participants a chance to review these products in light of their existing mix of activities.

**Derek Hulitzky**, Project Director of SearchLink, gave a presentation on CWCI's diversification into online services through its SearchLink program. *(See Cover story.)* The service provides access to more than 800 information databases. CWCI will provide this service to all its readers in the U.S. through telephone access and an easy menu-driven communications protocol. Many of the Managers in attendance questioned the service's applicability to overseas markets. Steps have been taken to organize a market test overseas when the system begins its operation in the U.S. in January of 1987.

Tim McNeill, Consultant of Long-Range Planning, updated the group on CWCI's long-range planning activities at the request of **Axel Leblois**, Chief Executive Officer. Following an on-going demand from the Country Managers, more pre- paration time and support will be provided to operations to help in building improved long-range plans.

Axel Leblois was able to show worldwide consolidation of the 1987 budgets a few hours after the last meeting ended so that everyone had a chance to compare their own projections to CWCI's overall trends. This interactive process was possible through the intense activity of **Marion Kibbee's** group during the entire budget process. *(See related story.)*

*CWCI's European Country Managers meet in Framingham.*

*Axel Leblois, CWCI Chief Executive Officer; Pat McGovern, IDG Chairman; Bill Murphy, IDG Executive V.P.-Finance; Ted Bloom, Corporate Controller; Walter Boyd, IDG President; and Tom Casalegno, CWCI Chief Operating Officer review the final budgets.*

**Profile of the Week**

# Managing an International Budgeting System

**Marion Kibbee**, CWCI's Vice President of Corporate Services rules that company's international budgeting process with a firm hand. She asks all to abide by what she refers to as the four Gs, or her own golden rules. She maintains that to be successful one must pay strict attention to the Goals and Guidelines occasionally influenced by Good Guesswork.

"Budgets are a necessity of life. They are the only way to track your progress, to see where you are, where you have been and where you are going," she said.

Marion has been with the company for 12 years beginning in the Circulation Department and then moving into General Administration in 1976 as **Walter Boyd's** secretary. In 1984 she was named Director of International Services. In May of this year, she was appointed V.P. of the newly formed CWCI Headquarters Corporate Services Group, managing a four person staff.

The group is responsible not only for keeping track of the complex budget reporting process, but also taking care of the daily administrative duties for both **Axel Leblois**, Chief Executive Officer and **Tom Casalegno**, President and Chief Operating Officer.

When asked to describe her department's growth, Marion recalls, "Just three short years ago we kept track of 36 publications in 13 countries with a staff of one other person, Debbie Waters. We performed most duties by hand, including our budget calculations."

Today her staff must stay on top of 78 publications in 23 countries and their budgets which are maintained in 23 different currencies. Since that time, Marion, with the help of **Jeff Cordeiro**, **T Love** and **Sandra Young**, has implemented a highly sophisticated system, running on a MICRO VAX II which keeps track of all international budget reporting on a monthly and year-to-date basis.

"The amount of detailed information we maintain is staggering. The data is instrumental in helping Tom and Axel forecast our growth and plan for the future."

The budget process begins in September when Chairman **Pat McGovern** issues his guideline memo. Each President or Publisher must then fill out a forecast and analysis form for each publication/ product, including a three-year history, current revenues and projected revenues. Expenses and gross profit before G&A and net profit must also be reported.

The first review meeting for the Country Managers is held in October where preliminary figures are presented for current products as well as five-year market studies for proposed launches. The group meets again in November (*see related story*) to finalize each budget. Prior to that meeting, however, Marion and her staff must load all the information into the VAX at Corporate Headquarters to update current figures and calculate projections.

"This process has been simplified in some ways because the Country Managers submit the information in disc format using one spreadsheet formula," said Marion.

Not only is the year-end budget process completely computerized, but so is the monthly reporting system. By the 15th of every month, each Country Manager must report their numbers to Corporate Headquarters via the OnTyme electronic mail system using a standardized template. Once the numbers have been received, they are then downloaded onto the VAX for conversion into the U.S. currency and P&L plus 30/60/90 forecast analysis. This information is then used by Axel and Tom in their monthly review meetings with the IDG Finance Committee.

"The beauty of the system is that it is beneficial to both parties," comments Marion. "In 1987 it is our goal for each Country Manager to directly access their own file at any time to see how they are performing year-to-date and for Axel and Tom to do the same for the entire worldwide operation."

Marion looks forward to one day maintaining a worldwide chart of accounts. Today, however, she stresses "attention to detail and prompt response to deadlines as the only way to make the system work for everyone."

FRANCE
BRAZIL
MEXICO
VENEZUELA
PACIFIC BASIN
AUSTRALIA
ASIA
JAPAN
New Zealand
India

Marion Kibbee, V.P. Corporate Services; T Love, MIS Services Manager; Debbie Waters, Assistant to Vice President/Corporate Services; and Donald C. Young (not pictured), who was also instrumental in putting the 1987 budgets together. He has recently joined IDG's Chairman's Office.

IDG
WORLD UPDATE

# The Local Loop

**VOLUME 16 ISSUE 50** **DECEMBER 15, 1986**

## SALES ASSISTANT

*Network World* is looking for a Sales Assistant to work in the Natick Sales Office. Responsibilities include correspondence, filing, coordinating customer order process, maintaining large mailing lists, making travel arrangements, etc. Two to three years secretarial experience required. Good telephone manner and the ability to work well under pressure/deadlines. Flexibility and good organizational skills are also required. Contact Ron Mastro, *Network World*, (617) 879-0700, x268, or Donna Pomponi, x254.

## DATA ACQUISITION COORDINATOR

CWCI is looking for two Data Acquisition Coordinators to work in their Corporate Services Department. Responsibilities include handling international budget figures monthly from time of receipt to generation of reports and graphs for monthly review meetings. Setting all currency rates and formats for report generation, checking statistical information and comparing actual versus budgeted figures. Also, support other members of Corporate Headquarters as required. Understanding of general accounting and working knowledge of computers necessary. Must be a very strong professional who can deal well with others and at the same time get the job done. Contact T Love, CWCI, (617) 879-0700, x221.

## ADVERTISING COORDINATOR

*Digital News* (Boston Office) is looking for an Advertising Coordinator to work in their Advertising Department. Duties include gathering and entering all data pertinent to booking of display and contract advertising to include: telephone contact with and in support of clients, agencies and sales offices, customer service and correspondence, schedule advertising from written and verbal orders, online preparation, generate and check ad list, receive, check and return ad materials, prepare advertising index, maintain premium position records, and process invoice information for IDG Billing Department. Extremely strong organizational skills and good telephone manner required. Must be detail-oriented yet able to work well under deadline pressures. High School Diploma required. Contact Anne Hadley, Advertising Services Manager, *Digitial News*, (617) 482-8470.

## MARKETING SERVICE MANAGER

*Digital News* (Boston Office) is looking for a Marketing Service Manager to work in their Advertising Department. Responsibilities include supervising the ad coordinator and ad coordination function, managing *Digital News'* online reader service fulfillment program, managing processing, delivery, and billing of customer mailing lists, maintaining the competitive advertising analysis databases and ad sales complimentary and promotion databases, working with Publisher, National Sales Manager and in-house and external agencies to develop, schedule and implement sales support and merchandising service. Familiarity with trade publishing ad sales and promotion. Strong organizational and project management skills essential. Must be able to work with sales, creative and production people under tight deadlines. Previous cost center management experience helpful, but not necessary. Contact Sharon Jensen, *Digital News*, (617) 482-8470.

## ADVERTISING SALES MANAGER

CWCI's new publication, *Financial Systems News*, is looking for three Advertising Sales Managers to work in their Sales Department. Responsibility would be to sell advertising space in the Boston-based (Northease Region), Chicago-based (Midwest Region), or San Francisco (West Coast Region). A minimum of two years of related sales experience necessary. Knowledge of and contacts in the computer industry. Contact Lynne Winters, International Data Group, (617) 875-5000, x426.

## DIRECTOR, SOFTWARE TECHNOLOGY SERVICE

International Data Corporation, McLean, VA, is looking for a Director for their Software Technology Service to work in their Information Services Research/Marketing Department. Responsibilities include helping clients responsible for applications development and DBM planning evaluate the software, organizational trends and product developments affect their decisions. Must be experienced in managing IBM "370" systems software and in implementing organizational strategies for development centers. Contact Marina Young, President, Information Systems Strategy Group, (703) 893-0833.

## DIRECTOR, STRATEGIES FOR MICROCOMPUTERS

International Data Corporation, McLean, VA, is looking for a Director for Strategies for Microcomputers and Office Systems in the Information Services Research/Marketing Deparment. Responsibilities include helping clients evaluate, select and integrate multi-vendor hardware and software, typically in multi-office environments. Must have recent high-level involvment in the use of advanced distributed office systems within large organizations. Contact Marina Young, President, Information Systems Strategy Group, (703) 893-0833.

## DIRECTOR, SALES AND MARKETING

International Data Corporation, McLean,VA, is seeking a Director of Sales and Marketing. This person would be responsible for domestic and international marketing and sales of IDC User Services. Must have extensive background in management of sales and marketing to Fortune 500 firms, as well as strong generalistic understanding of information systems environments. Contact Marina Young, President, Information Systems Strategy Group, (703) 893-0833.

## DIRECTOR, COMMUNICATIONS TECHNOLOGY SERVICE

International Data Corporation, McLean, VA, is seeking a Director of Communications Technology Services. Responsibilities include helping clients evaluate the management, technical, financial and regulatory issues affecting data/voice communications environments. Must have extensive experience in telecommunication system design, implementation and management, preferably in the computer industry. Contact Marina Young, President, Information Systems Strategy Group, (703) 893-0833.

## DIRECTOR, CHIEF INFORMATION OFFICER PROGRAM

International Data Corporation, McLean, VA, is seeking a Director for their Chief Information Officer Program. This person would be responsible for helping clients charged with Information Asset Management to develop and promote information as a strategic resource and competitive tool. Must have recent experience as CIO, MIS Director or Telecommunications Director in a Fortune 500 firm as well as background in marketing or sales. Contact Marina Young, President, Information Systems Strategy Group, (703) 893-0833.

## REVIEW EDITOR

CW/Peterborough is looking for a Review Editor to work for *80 Micro*. You will oversee the review section, deciding which products will be featured, solicit and evaluate potential review products, assign products to reviewers, and ensure that the reviewers meet deadlines. You should have a basic understanding of the review process, good language skills, and an interest in microcomputers. Contact Judy Walker, CW/Peterborough, (603) 924-9471.

## FOR SALE

Firestone 39 1/2" 4x4 tires with chrome rims. Originally on a Ford Bonco, only 500 miles on them. Must sell, asking $800 or best offer. Contact Julie Theobald, IDG, (617) 872-8200, x483, or home, (617) 481-7047.

## ROOMMATE WANTED

Roommate wanted to share second floor of home on lake in Ashland, 6 miles from CWCI. Prefer female, nonsmoker. Parking. $325/month includes heat and hot water. One month security deposit. Available January 1, 1987. For further information, please call Maureen Gannon, CWCI, (617) 879-0700, x557.

## News of Note

# *PC Business World* Scoops UK's Top News Award

CW Communications Ltd.'s *PC Business World* (*PCBW*), has won the UK's top award for computer news coverage. Reporter **Charles Brown** beat all other industry writers to become "News Journalist of the Year" in the UK Computer Press Awards announced last Wednesday.

He picked up the prize for three front page stories covering complaints by the Online User Group over British Telecom's lax password security; Esso's fears concerning the installation of version 2 of Lotus Development Corporation's 1-2-3; and the news of the first 80386-based micro from Compaq Computer Corporation.

The judges chose Brown's stories for their conciseness, good writing style, interesting subjects, relevance to the audience, and his news sense.

The prize was a portable computer and printer from sponsor Hewlett Packard.

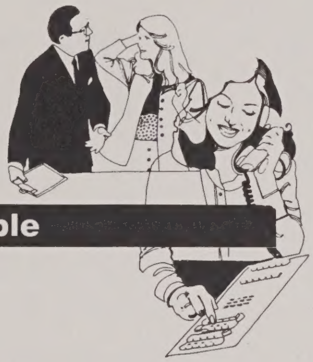
*PCBW's* Editor **Jane Lawrence** was runner-up in the news category, a testament to the weekly magazine's strength in this area. CW Communications' Editorial Director and *PCBW* Columnist **Ron Condon** was voted "Computer Press Personality of the Year" by his fellow journalists as well as winning a nomination for "Columnist of the Year."

CW made a clean sweep of the news awards with *Computer News'* **Stephen Arkell**, who took the third nomination last year in the category.

In other areas, *PCBW* free lancer **Jim Lennox** won a nomination as "Feature Writer of the Year" and *DEC Today* was nominated for "Best Magazine Design."

# MFA Tickets

CWCI has 25 Free Admission passes to the Museum of Fine Arts in Boston which are available to all IDG employees. If you would like to obtain one or two passes, please send your request to Axel Leblois' office. Requests will be filled on first come, first serve basis. Should your request not be filled, next time we receive additional passes we will refer to the request list and distribute to those next in line.



## People

# Paul L. Boule Named Associate Publisher

CW Communications/ Peterborough, Inc. has named **Paul L. Boule** Associate Publisher for *inCider: The Apple II* magazine.

As Associate Publisher, Mr. Boule is now responsible for the planning and management of all sales functions for *inCider*. He is also responsible for assisting the Publisher in developing the annual budget and sales strategies for each territory.

*Paul L. Boule, Associate Publisher, inCider*

Mr. Boule has experience as National Sales Manager for *inCider*, and is a specialist in the Northeast territory. He joined the *inCider* staff in April 1983 as Sales Representative, and has also served CW/P as a salesman for *Desktop Computing*.

Mr. Boule is a graduate of the Whittemore School of Business and Economics at the University of New Hampshire in Durham, New Hampshire, where he received a B.S. in Business Administration.

## Mark Your Calendar

Each week *IDG Update* will publish a Calendar listing those worldwide events taking place both internally as well as externally. If you are planning a meeting, conference, or event, please submit the title, dates, place, contact name, and phone number to Lisa McGrath, IDC Framingham.

| | |
|---|---|
| Dec. 19 | IDG, CWCI, IDC, and *Digital News* Christmas Party<br>Westin Hotel<br>Copley Place<br>Boston, MA |
| Feb. 9-12 | Conference Management Group's Communication Networks '87<br>Washington Convention Center<br>Washington, D.C.<br>Contact Nancy Thayer at CWCI, x434 |
| Mar. 2 | IDC Briefing Session<br>Copley Plaza<br>138 St. James Ave.<br>Boston, MA |
| Mar. 4 | IDC Briefing Session<br>Grand Hyatt<br>Park Ave. at Grand Central<br>New York, NY |
| Mar. 9 | IDC Briefing Session<br>Bethesda Marriott<br>5151 Pooks Hill Road<br>Bethesda, MD |
| Mar. 13 | IDC Briefing Session<br>Red Lion Inn<br>2050 Gateway Place<br>San Jose, CA |

## Anniversaries

**One-Year**
Alice Graham, CWC/P
Stacy Goldman, PCW
Mari-Lynn Jackson, CWCI

**Two-Year**
Olivia Tsang, PCW
Betsy LaPlaca, IFW

**Three-Year**
Frank Smith, CWC/P
Frances Campbell, CWC/P
Paul Korzeniowski, CWCI

**Four-Year**
Steven Brown, IFW
Sandra Coleman, IDC
Daniel Farber, PCW
Carol Watson, PCW
Richard Ciliberto, CWCI

**Five-Year**
Francis Smith, IDG

**Nine-Year**
Dennis Brisson, CWC/P

IDG
WORLD
update

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The IDG WORLD Update is published weekly for the employees of International Data Group. The IDG WORLD Update encourages participation from employees. Please address all correspondence to: IDG World Update, International Data Corporation, 5 Speen St., Framingham, MA 01701 USA. Telephone: 617-872-8200; Telex:95-1168; OnTyme mailbox:IDG. WORLD UPDATE

## What's New With You?

We need your help to make *IDG WORLD Update* reflect the enormous activity of our worldwide operations. Whether you wish to contribute on an ongoing basis or just have news to submit periodically, we need to hear from you! Some of our regular features are listed.

If you can contribute in one of these areas (or can come up with new categories) contact Lisa McGrath, IDC, 617-872-8200 or E-Mail IDG. WORLD UPDATE, or fill out and return the form below.

**Departments**

**News Stories** - events of major interest.

**IDG Leaders' Club** - nominate a member of your staff giving them recognition for a recent achievement.

**Profile of the Week** - has your department been covered recently? If not, let us know.

**News You Can Use** - health tips, fitness, general information.

**Mark Your Calendar** - events to remember.

**Tips and Techniques** - example of how a department or person improved their productivity.

**Sports Beat** - any sporting event.

**Please check one.**
☐ Story ☐ Suggestion Box
☐ Calendar ☐ Classified

**Please fill out completely.**

Your Name: ____________________
Title: ____________________
Company/Department: ____________________
Address: ____________________
City/State/Zip ____________________
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